Snap your fingers . . . and another choice TV availability has been snapped up by an alert advertiser. Rates on Fort Industry Television Stations are extremely low in relation to advertising value received . . . advertisers get the benefit of the terrific impact made by actual product demonstrations in homes.

You can discover just what good seats, facing the buying public, are still available to sponsors by contacting the representatives for WJBK-TV, Detroit (CBS and DuMont), WAGA-TV, Atlanta (CBS and DuMont), and WSPD-TV, Toledo (CBS, DuMont, and NBC). Act today—see your Katz Agency.

FOR SPONSORS.

the seats are unreserved

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
There's a great show on KVOO every Saturday evening at 6:15 which brings hope, inspiration and real progress to many fine folk who deserve to and will make use of their latent abilities through this encouraging program! Conducted by Cy Tuma, genial and gifted KVOO staff member (himself a victim of Polio) NEW FUTURES makes available an effective channel through which handicapped people find useful, happy lives unfolding before them. Cy originated and developed this fine humanitarian program which is building new and lasting happiness for the handicapped among KVOO's ever growing and staunch listenership. We are proud of NEW FUTURES — another KVOO first!

New Futures is typical of the public service efforts of KVOO which continually seek to make available more and more of the better and important things of life to all of our listeners through intelligent programming.
You get Umbrella Coverage with WCAU.... That's why more national spot dollars go to WCAU than to any other Philadelphia station. And by dialing WCAU you follow the parade of stars to CBS.... These all add up to the "all survey" fact that WCAU has by far the largest share of the listening audience in Philadelphia and vicinity.

WCAU
CBS AFFILIATE

The Philadelphia Bulletin Stations
Closed Circuit

HIGH (but not top) brass of RCA, NBC and associated enterprises met at Absecon, N. J., over last weekend to get acquainted and interchange intelligence. Heading contingent were John G. Wilson, vice president of RCA, and Charles R. Denny, NBC executive vice president.

FORMAL agreement was reached last Thursday for transfer of KTSA San Antonio, CBS outlet, to Huntrless-owned San Antonio Express News. Papers were signed in Dallas whereby George Autry, cowboy impresario-broadcaster, turned over his contract for acquisition of station at $450,000 to newspapers which operate FM station KYVP. Mr. Autry's $7,000 out-of-pocket expense was reimbursed [CLOSED CIRCUIT, May 9].

WHETHER NAB will hold its next board meeting, tentatively scheduled for July, at Cape Cod, Mass., is being debated. Heavy cost of board sessions (about $5,500) plus feeling that not enough will have jelled since last meeting in April to warrant session may result in decision to forego meeting until fall.

RECENT three-play board referendum by Judge Miller on NAB TV legal and committee problems is sign of times. NAB president plans to ask directors for their views frequently because of rapid industry changes and faster turnover in board makeup as result of new election rules.

INCREASE in TV business showing little impact on sister AM stations in such markets as New York, Chicago and possibly Philadelphia, where size of market tends to de-emphasize local angle. AM outlets noting falling-off of local sales, however, in multiple TV markets such as Boston, Washington and Baltimore.

ALTHOUGH no formal ruling has yet been made, majority opinion on FCC appears to be in favor of requiring interconnection of AT&T coaxial cable facilities with microwave relays of other carriers, to which AT&T has strenuously objected. Opinion stems from desire to expedite TV network expansion.


LAST WEEK there were four candidates for chief engineer of FCC: Acting Chief John A. Willoughby; Ralph L. Clark, former consulting engineer now director of programs division of the Research & Development Board, who has been previously mentioned; Raymond P. Willmot, consulting radio engineer of Washington and New York who designed first directional antenna; and James Lamb, former technical editor of QST, American Radio Relay.

(Continued on page 82)
Power... 50,000 watts... power to deliver the strongest signal of any Cleveland station in Cleveland, in Akron and in Canton... power to cover a six billion dollar market area.

Programming... a balance of top CBS shows, local WGAR-created programs and public service features that has more Clevelanders listening to WGAR than any other station. (Fall-Winter '48-'49 Hooper Survey.)

Promotion... WGAR's promotion wins awards. (CCNY award for 1949.)

Public acceptance... makes WGAR the station with more than three million friends in northeastern Ohio... truly "Cleveland's Friendly Station".

Popularity... the result of a wide-awake radio station operation... the kind of radio service that helps bring people into stores to buy the products advertised on WGAR.

50,000 WATTS • Cleveland

Represented Nationally by Edward Petry & Co.
One of the Indianapolis Monument's nearest neighbors, the tallest building in the heart of downtown Indianapolis, literally sprouting progress. Right before Miss Indianapolis' eyes, the new WFBM-TV antenna has taken shape on its roof, scraping the clouds at 464 feet above the city's bustling streets.

It's a fact—Miss Indianapolis and her fellow Hoosiers for miles around are going to have a new "point of view" when WFBM-TV takes to the air in June—operating on Channel 6 with video power at 28.2 kW; aural 18.

WFBM-TV, beaming a 70-mile market area including more than 525,000 families, means sales opportunities for enterprising business men! Early figures indicate approximately two thousand TV sets will be ready to operate in this prime market the day WFBM-TV first telecasts network national spots and its own local shows.

For facts, details and recommendations, give the Katz representative near you a call!

**First IN INDIANA ANY WAY YOU JUDGE!**

Associated with: WDF Flint — WOOD Grand Rapids — WEOA Evansville

**Broadcasting Telecasting**


**IN THIS ISSUE**

- BAB's Flying Start
- Stonton's Million Punt
- Goodwin Past With WJZ-TV
- Caution: Code Ahead
- CES, NBC, Gillmor Sports Rights
- WJBD East Replays
- NABET Engineer's Sign With NBC, ABC
- Bulfinch Grants Closed
- Cox Says FCC Budget Cut Restoration
- Experience Taps Job Standards
- TV Employment Nears 4,000
- Video Censorship Before Pa. Court
- ASCAP-TV Meet Set
- IER Crossroads—Kokomo

**DEPARTMENTS**

- Agencies: New Business
- News
- Commercial
- Editorial
- FCC Actions
- Feature of Week
- Film Report
- In Style Interest
- Management
- Milestones
- Network Accounts
- Upcoming

**FEATURE CALENDAR**

First issue of the month: AM Network Showsheet

Second issue: Network Business; Public Interest

Third issue: Trends Survey

Last issue: Telecasting Showsheet

At Washington Headquarters

**SOL TAISSHOF**

Editor and Publisher

**EDICAL**

ART KING, Managing Editor

J. Frank Beatty, Rufus Crater, Associate Editors; Fred Filhams, News Editor; Paul Fulcomer, Asst. to the News Editor; Robert B. Lucas, Research Editor, Tyler Rosner, Copy Editor. STAFF: Lawrence Christopher, Phyllis Engleman, Jo Hailey, John Gibson, Arthene Williamson, EDITORIAL ASSISTANTS: Young glossy, Grace Jorgenson, Mary Madden, Wilson D. McCarthy, Eleanor J. Brumbaugh, Assistant to the Publisher.

**BUSINESS**

MAURY LONG, Business Manager

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BERNARD PLATT, Director

**CIRCULATIONS AND READERS' SERVICE**

JOHN P. COSGROVE, Manager

Lillian Oliver, Warren Shears, Elaine Haskell, Edward V. Dieser, Carolyn Sheets, Chapalier Hodson.

**NEW YORK BUREAU**

300 Park Ave., Zone 17, Plaza 5-4335

EDITORIAL: Edwin M. James, New York Editor; Herman Brandstrump, Asst. to the New York Editor; Lillian Oliver, Publishers; Gloria Berlin.

**CHICAGO BUREAU**

3000 North Michigan Ave., Zone 1, Central 6-3195

William L. Thompson, Manager; Jane Pinkerton.

**HOLLYWOOD BUREAU**

Taft Building, Hollywood and Vine, Zone 28, 38x115

David Gluckman, West Coast Manager; Ralph G. Zukerman, Hollywood, News Editor; Ann August.

**TORONTO**

417 Harbour Commission Bldg., E.13, 0750

James Montagro

**BROADCASTING TELECASTING**


*Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 35c Per Copy

Broadcasting Telecasting
The KFH nighttime service area is about 11 times the area and the population served is about two and one-half times the population of its nearest competitor. KFH nighttime power is 5 times the power of its nearest competitor. The big buy for nighttime programs or spots is KFH in Wichita.

*The information pertaining to the area in square miles and the population included within the various contours is taken from data filed under oath with the Federal Communications Commission by the respective stations. For each station, the nighttime contour represents the area served FREE OF INTERFERENCE from other stations.

<table>
<thead>
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<th>POWER (watts)</th>
<th>*AREA Sq. Miles</th>
<th>*POP Add 000</th>
<th>*mv/m Contour</th>
<th>†SPOT Rate</th>
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<td>8,420</td>
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<td>150</td>
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<td>12.9</td>
<td>5.50</td>
</tr>
</tbody>
</table>

†Rates are based on 3 Class A station breaks weekly for 52 weeks.

KFH IS TOPS

KFH - FM

CBS

5000 Watts - ALL the time

WICHITA, KANSAS

KFH -FM

RIPRESINTID NATIONALLY BY EDWARD PETRY & CO., INC.

BROADCASTING • Telecasting

May 16, 1949 • Page 7
Another KOMA achievement:

KOMA
Gratefully Acknowledges
First Place
Clear Channel Stations
ALFRED P. SLOAN
Radio Award for Highway Safety

The citation reads:
"With scientific precision, Station KOMA has applied modern sonic techniques to 'sell' to public the idea of safety. It has deliberately tackled the job of creating a demand for safety in the same way that a market is created for soap or any other household product. In addition to first-rate shows, it continually plugs the safety theme with a large number of spot announcements and other safety features. KOMA contributed measurably to Oklahoma City's 1948 record as second ranking city in its population class, according to National Safety Council ratings."

J. J. Bernard
General Manager

Oklahoma City's
Only 50,000 Watt Station

KOMA
Outlet for the Columbia Broadcasting System

REPRESENTED BY Arby-Knodl, INC.

BLAISDELL GATES, formerly head of Abbott Kimber Co. offices on Pacific Coast, joins Elliott, Daly & Schnitzer, San Francisco and Oakland agency, as vice president and account executive.


GEORGE G. OTIS, until recently assistant to vice president of Audience Research Inc., New York, appointed director of research for Erwin, Wasey & Co., New York.

SAMUEL CHEW, formerly with Neal D. Ivey Co., Philadelphia, joins staff of Gray & Rogers, advertising, same city. He formerly handled promotion and publicity for Sun Valley for Union Pacific Railroad.

A. F. (Sandy) BANKS joins John H. Rieder Co., Los Angeles, as account executive. Mr. Banks was formerly with Fred Jordan Agency, that city, in same capacity, and before that co-owner and operator of Retail Adv. Corp., San Francisco.

WALKER GRAHAM, former copy chief and account executive at Grant Adv. Inc., Detroit, joins Geyer, Newell & Ganger Inc., also Detroit, as Nash Motors account executive. Mr. Graham had been on Plymouth account at Grant.

JAMES P. FELTON joins Foota, Cone & Belding, Los Angeles as account executive on Lockheed Aircraft account. For past two years Mr. Felton has been editor of 'Script Magazine.' Prior to that he was city editor of Los Angeles Daily News and before that radio editor of Time Magazine in New York. Another addition to agency June 1 will be BYRON W. MAYO, presently account executive with Richard G. Montgomery & Assoc., Portland, Ore., who joins as account executive on Union Oil.

FRED S. McCARTHY joins Jones Frankel Co., Chicago, as director of sales promotion. He was formerly with Philco Corp., as television sales promotion manager for Midwest.

PRICE & DERMODY, San Francisco, opened offices at 364 Bush St.; telephone Sutter 1-8536. Hereafter, principals in agency, DAVID PRICE and RICHARD DERMODY, have worked only part time at advertising business.

BAKER Adv. Agency Ltd., Toronto, is moving from 522 University Ave. to its new headquarters at 1375 Yonge St., Toronto. Temporary offices are being occupied during May and June at 116 Richmond St. W., till new headquarters is ready in July.

BERNARD ZWIRIN, associated with radio and television department of Ruthrauff & Ryan, New York, for past five years, appointed director of publicity for department's activities.

RUDY ALBER, president, R. H. Alber Co., Los Angeles, is convalescing at St. Joseph Hospital, Santa Monica, following a heart attack.

MARGARET SPENCER, formerly with J. Walter Thompson Co., Hollywood, joins Young & Rubicam, San Francisco, as traffic manager. She replaces BARBARA BAKER, resigned.

CALVIN R. HOLMES joins account staff of Fuller & Smith & Ross, Chicago, after working in same capacity at Kreicker & Meloan Inc., Chicago Industrial agency.

WILLIAM P. MULLEN, account executive at CBS-TV sales department, resigns to join William Morris Agency, New York, where he will work under WALLACE SHEPPARD JORDAN in radio and television field. Mr. Mullen was with CBS Radio Sales before joining network's television department.

Hazel Irene Thompson, former copywriter at William Esty & Co., Lennen & Mitchell, and Young & Rubicam, all New York, joins copy staff at Geyer, Newell & Ganger, New York.

ERNEST S. GREEN joins copy-contact staff of G. M. Basford Co., New York and Cleveland.
Shrewd Yankee bankers invest every dollar where it will do the most good... especially the dollar spent for radio advertising.

You can hear bank-sponsored programs on WBZ each day of the week!

Writes one bank official:*
"For eight years we have sponsored a news program three nights weekly on WBZ. That program maintains a consistently good Hooper. It produced tangible results and is still doing it!"

Whatever your product or service... for "tangible results" throughout the rich New England market, there's no medium like WBZ!

*John J. Barry, Vice President, the National Shawmut Bank of Boston

**WBZ**

Boston's 50,000 Watt NBC Affiliate

(synchronized with WBZA, Springfield)
SMALL businesses struggling to get established in the central New England area have been given a helping hand by WTAG Worcester, Mass., and the Worcester Chamber of Commerce. With new businesses cropping up in the area, WTAG and the Chamber feel that the small industries are just as important vertebræ in the "backbone of American enterprise" as the large firms.

John P. Cleaver, industrial consultant of the Worcester Chamber, sparked the idea for a program series titled Blueprint for Tomorrow. The WTAG program department worked the project into a listenable 13-week series.

A guest list of 22 leading Worcester business men representing 21 different firms was lined up for the series. Participating firms ranged from one founded in 1865 to one started only last year, and in size from a small forgings plant employing two men to the Norton Abrasives Co. hiring 4,800.

Topics covered on the show included problems of starting in business, organization and product (Continued on page 17)

**Feature of the Week**

Reprints of Blueprint for Tomorrow scripts are checked by (1 to r): standing—E. E. Hill, executive vice president, WTAG, WTAG-FM; Frank Zacher, supervisor of training at Norton Abrasives Co.; seated—Armand A. LaChance, proprietor of small forgings plant, and Mr. Cleaver.

**On All Accounts**

ALTHOUGH he delights in the potpourri of AM, TV and agency activities, Harry F. Dieter, radio and television business manager at Foote, Cone & Belding, Chicago, nevertheless dreams daily of retiring to Honolulu. Both the artist and the gypsy in him are spurring him on.

The artist favors Hawaii for its natural beauty and simple living, while the gypsy sanctions the idea from past experience (three years in the islands and five in Europe).

Lake fishing, however, antedates art forms and the wanderlust, absorbing Harry during his childhood in Erie, Pa. Born and reared there, he attended public schools with two brothers and a sister. On Saturdays, when he had progressed from the rowboat-on-the-lake to the gamboling-on-the-green stage, he roamed nearby rustic scenes in search of sites for his landscape paintings. Art classes proved an aesthetic balance to the more mundane study of science and math. The last were subsequently integrated in the electrical engineering curriculum at Pittsburgh's Carnegie Tech., which he entered at the age of 19.

For some still-unreason reason, three years as a writer and news editor of Carnegie Tartan newspaper convinced Harry he wanted to become an advertising layout man and copywriter. The conviction remained dormant while he memorized words to Sigma Phi Epsilon fraternity songs and philosophized with the brotherhood of Pi Delta Epsilon, honorary journalism group. The gleam of the ad man returned to his eye, however, after graduation as an electrical engineer. He was among several students to be chosen by Westinghouse, also in Pittsburgh, for its apprentice training program.

Eight months later he entered Westinghouse's advertising department. For three and a half years he remained there, living at the Sigma Phi fraternity house, where he was alumni treasurer. From there Mr. Dieter went to Dayton to the advertising department of Frigidaire, a subsidiary of General Motors. After a year and a half he was transferred to Paris as European advertising manager. Activities of four branch offices and distributors in 10 European countries and Great Britain comprised his bailiwick.

Slightly brushed-up high school German and "French picked up (Continued on page 78)
Whether you sell...

acker's bread, buns, biscuits, brownies, brown Betty... brilliantine, bay rum, bulging biceps for bashful backward bachelors...
beneficial balm for blistered bunions... badger or beaver blazers for blond babes... beauticians' bobbed backswep
t bangs...
bombastic birdseed for backward birds!
ooties, buggies, bibs, baubles, bantam backseat bandages for busy bouncing babies... boiling beefy barristers' baggy balconies down to brief bulges... ballroom ballet for bobbling bubkins...
ball bearing buses... bouquets, blossoms, bon-bons, books for brides' boudoirs... boys' belts, breeches, bubble gum!
eer, bubbling bicarbonate or bromo for big brains after booz
ing hinges... barbers' business for balding bankers and blossoming beau brummels... black bituminous for blazing boilers... butchers' barbecued beef, bacon, briskling baracuda, bass... better buy radio... better buy WGN!!

Yes, Radio Sells... that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio... Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years... 6 others have been on WGN for a total of 62 years... definite evidence that WGN is doing a selling job!

Let us help you with your advertising problems... let radio give you the most for your advertising dollar.

REMEMBER... for Your Best Buy... Better Buy WGN!

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Konop and Eickelberg
235 Montgomery St., San Francisco 4... 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

May 16, 1949 * Page 11
'Telecasting' Bouquet

EDITOR, BROADCASTING:
Words of praise have been tossed freely at your magazine but let me toss another: a sincere bouquet to not only your complete radio news coverage but your new Telecasting Section. It is surely the only complete television news report available.

Carol Perel
Arthur Meyerhoff & Co.
Chicago

'News Bible'

EDITOR, BROADCASTING:
... Your magazine is our News Bible and is therefore religiously perused weekly.

William G. Broughton
Aest. Product Manager
Broadcast Equipment
General Electric Co.
Syracuse, N.Y.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Outstanding' Job

EDITOR, BROADCASTING:
... The job you fellows did for the 1949 convention I thought was outstanding. As a matter of fact, I learned more by reading BROADCASTING as to what occurred at the convention than I did from attending several of the sessions.

Mark Woods
President
ABC
New York

'Must' Reading

EDITOR, BROADCASTING:
... I also liked the way BROADCASTING covered the convention and as always, your publication is "must" reading every Monday night. That's why I receive it at my home.

Fred H. Kenkel
Esec. Vice President
C. E. Hooper Inc.
New York

On Packard P. I. Deal

EDITOR, BROADCASTING:
Heartiest congratulations to BROADCASTING for its splendid coverage (news and editorial) on P. I. accounts.

We feel BROADCASTING could serve the industry very well by reviewing such deals on a regular basis and strongly urge you to continue your good efforts.

We also feel that radio could benefit considerably from trade-book editorial and news coverage on the many organizations, principally local, contacting stations throughout the country soliciting free time for promotion of so-called community interest activity, thus, rushing over to the newspapers and spending their dollars (usually their entire budget) for space to promote these same activities.

Richard E. Green
Mgr., Nat'l. Sales and Sales Service
KOMO Seattle

How to break an Egg

--- From the INSIDE

You don't have to break through a shell of sales resistance when you use WIBW to sell the Kansas farm audience. When you use WIBW, you're already on the inside!

Because we've been a farm station for 25 years, we have the loyalty and confidence of these big-buysing farm families. You'll understand why WIBW advertisers get more sales, faster distribution and greater profits when you let us sell your product... from...

WIBW

SERVING AND SELLING
"THE MAGIC CIRCLE"

WIBW - TOPEKA, KANSAS - WIBW-FM

Rep. -- CAPPER PUBLICATIONS, INC. -- BEN LUDY, Gen. Mgr. -- WIBW -- KCKN -- KCKN-FM

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Heartiest congratulations to BROADCASTING for its splendid coverage (news and editorial) on P. I. accounts.

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Richard E. Green
Mgr., Nat'l. Sales and Sales Service
KOMO Seattle

EDITOR, BROADCASTING:
Thanks for your editorial: "IQ. On P. I." These "chisels" are really getting under my hide.

Keep up the good work.

Robert D. Sweeney
Vice President
WDSU New Orleans

EDITOR, BROADCASTING:
For several years I have resisted the impulse to take exception to your periodical tirades against P. I. deals...

I hold no brief for P. I. accounts in radio, but there are plenty of reasons why some radio stations might well accept some P. I. business. Station managers are prone to forget... It's the personality, ability and enthusiasm of the man who voices the commercial that makes sales. Plenty of small market stations with limited audiences are profitable. Plenty of high-Hooper stations cost more than they are worth...

The radio station that has not yet proved its ability to pull mail orders might very well accept some legitimate P. I. offers and use them.

(Continued on page 16)

WGGA Oscillator

WGGA Gainesville, Ga., used parts from its "junk box" to build an 81-cycle oscillator with 35 w amplifier to power its RCA 70-2C turntables at 46 rpm with 33 1/3 rpm gears, F. K. Brown, station's chief engineer, reports. "The 78 gears give us about 104 rpm which we have found useful for sound effects," M. Brown says, adding that "our only expense was the price of a microgroove pickup arm and 18-cent adapter for center hole."
"Breakfast with Chuckles"
is just one of a long string of successful shows Programmed Locally

Local color! Local personalities!
Action! Interest! WISH goes all out in this show featuring "Chuckles" Chapman, in the Gartany Cafeteria, a leading restaurant just off Indianapolis' famous Monument Circle.

"BREAKFAST WITH CHUCKLES"
- Has played to over 10,000 persons in less than a year.
- Held each Saturday morning at 10, it has a long waiting list of women's clubs and civic groups willing to participate.
- Sponsored by Advance Paint Products, Inc.

WISH
1310 kc
INDIANAPOLIS • A-B-C NETWORK
FREE & PETERS, National Representatives
George J. Higgins, General Manager

NEW BUSINESS

P RUDENTIAL Insurance Co. of America, Western Home Office, Los Angeles, appoints Botsford, Constantine & Gardner, that city, to work on campaign in 11 Western states. Radio test campaign being planned.

HERCULES POWDER Co., Wilmington, Del. (explosives, cellulose products), through Fuller & Smith & Ross, New York, conducting spot campaign on 19 stations in lower Rio Grande valley and central Gulf Coast of Texas, Mississippi, Delta, and southeastern states.


AUNT MID Co., Chicago (pre-packaged vegetables), appoints Schwimmer & Scott, Chicago, to handle spot campaign in Chicago to start on or before June 1. Firm plans to use no other media.

WILDROOT Co., Buffalo, N. Y., through BBDO, New York, sponsoring The Mad Hatters, musical video show on WBEN-TV Buffalo, Wednesdays, 7:30-7:45 p.m. on behalf of Wildroot Cream-Oil hair tonic.

JOBO FOOD PRODUCTS Inc., New York (Pansini, prepared mix for potato puffs and pancakes), appoints Lester "L" Wolff Adv., New York, to handle advertising. Radio will be used.


BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), contracts for two weekly film spots for 92 weeks on WGN-TV Chicago, through Ted Bates & Co., New York. SALENO-NEGOWN Beverages Co., Chicago, sponsoring 28 one-minute film spots on station before and after second games of doubleheader baseball telecasts through Schwimmer & Scott, same city.

GIMBEL'S DEPARTMENT STORE, Milwaukee, contracts with WTMJ-TV Milwaukee for co-sponsorship with MILLER BREWING Co. of 77 Milwaukee brewery home baseball games. Firms alternate on commercials. Agency for both is Klaau-Van Pietersom-Dunlap. STATE DISTRIBUTING Co., for Emerson radios and TV sets, sponsoring Roving Cameras on film between games of 12 Sunday and holiday doubleheaders through Al Plotkin, also Milwaukee. Ten-minute pre-game interview show, Duplicated Design, sponsored by DUTCHLAND DAIRY STORES and ENNIS MOTOR Co. Mark-Mautner-Berman is agency for former.


MacMILLAN PETROLEUM Corp., Los Angeles, sponsoring WNB(TV) New York Roving Camera series, which started May 6. Thirteen-week contract for show, telecasts Fridays, 6:00-7 P.M., was signed through Marketers Inc. of Hollywood.

PETE FOX BREWING Co., Chicago (Fox DeLuxe beer), contracts for first half of Friday night boxing bout telecasts on WGN-TV Chicago from Madison Arena effective May 20 through Kastor & Sons Agency, same city. Schedule will include approximately four telecasts.

AIR PURIFICATION SERVICE Inc., Newark, N. J., appoints J. M. Hickerson Inc., New York and Washington, as advertising counsel. Company, which manufactures glycol vaporizers for killing air-borne germs, intends to add radio to ad program when its retail distribution plans are completed.

Network Accounts • • •

GENERAL MILLS Inc., Minneapolis, through Dancer-Fitzgerald-Sample, Chicago, June 1 renew 92 weeks Lone Ranger and Betty Crocker Magazine of the Air on ABC. Latter is aired Mon.-Fri., 10:25-10:45 a.m. over 185 stations, and former is heard Mon., Wed., Fri., 7:30-8 p.m. on 106 stations. Firm also reviews Today's Children (five weekly, 1:30 p.m., CDT) for 92 weeks on NBC effective June 1. Agency: Knox Reeves Adv., Minneapolis.

PRUDENTIAL INSURANCE Co., Newark, renews Prudential Family Hour of Stars on CBS for 92 weeks, effective June 5. Program is aired Sundays, 6:630 p.m. Agency: Benton & Bowles, New York.
Don't take our word for it!

Compare official maps filed with the FCC and learn for yourself that...

WMCA reaches more radio families and more unduplicated radio homes than any New York independent station!

*WMCA—570 kc. first on New York's dial—delivers five-state coverage including 403,000 homes unduplicated by the stronger of two 10 kw stations... 196,000 homes unduplicated by the stronger of two 50 kw stations!

FIRST ON THE DIAL... FIRST IN COVERAGE... FIRST IN DOLLAR-VALUE

Represented by Free & Peters

Norman Boggs, General Manager
to train its staff to become sales conscious... I fail to see anything sinful in the principle of sales on commission basis...

But the purpose of this comment is not to defend P. I. radio. Rather it is to ask you pointedly why you constantly rant against the advertiser who tries to secure radio results commensurate with costs and yet never acold radio stations who admit by their actions that their rate cards are out of line.

What about the station whose published rate is very high avowedly for the purpose of garnering easy money from distant accounts, while similar accounts nearer home operate on a “regional” rate and purely “local” accounts are favored with a “local” rate card...

When rate cards mean what they say... then it’s time to complain about “chiseling” P. I. accounts.

But as things now are, don’t you really believe it’s a bit “unethical” to talk about “ unethical advertising” by people who ask for P. I. contracts?

Adam Reinemund
Buchanan-Thomas Ad. Co.
Omaha, Neb.

[Editor’s Note: We agree with Mr. Reinemund’s points about local vs. national rates. We will retain the view that P.I.’s are indefensible in radio if radio is to function as an ethical medium.]

EDITOR, BROADCASTING:
I was... much interested in the comment in connection with the Packard Motor Car Company’s Jubilee transcription...

I do not know what has been done on it, but this is a matter which requires the attention of the NAB. They should visit these gentlemen and point out to them the value of radio broadcasting. Station managers [should]... do as we did, namely, visit the local Packard dealers and have them sponsor the broadcast.

William Doerr Jr.
Director of Sales
WEBR Buffalo, N. Y.

[Editor’s Note: The NAB has asked to contact the Packard Motor Co.]

EDITOR, BROADCASTING:
I... wholeheartedly agree with your recent comments on the Packard “news” transcription.

We have been driven to using... “application” forms for all free radio time requested on either a local or national level. All too frequently in the past we have found paid ads in the local newspaper covering the same event to which we have donated free radio publicity... W. F. Rust Jr.
General Manager
WKBI Manchester, N. H.

[Editor’s Note: The form used by Radio Station WKBI specifically certifies that the organization signing it will not “purchase any advertising on the specific campaign from any radio station, newspaper or other similar advertising media.”]

Open Mike
(Continued from page 18)

Treasury Laurels

EDITOR, BROADCASTING:
If we in the Treasury Dept. could speak 45 different languages, it would be a pleasure for us to say each of them from the bottom of our hearts: “Thank you! Thank you, radio industry! Your patriotic generosity in the promotion of the sale of Savings Bonds has been magnificent. It is a contribution which will help make our nation more secure. We are deeply grateful.”

I can’t help you to find the answer to why it is “that when bouquets are tossed radio usually isn’t there”—as you stated in your recent editorial. That may be a question that’s bigger than both of us.

But I do know this: The Treasury Dept. certainly wanted to honor the radio industry at its recent dinner for national volunteers. Our invitation list shows 22 top names from radio.

Surely, you must know that we are eager to recognize the contributions of radio. Bless your heart, why do you think Vernon L. Clark, the volunteer national director of the Savings Bonds Division, made a special trip to the NAB Convention in Chicago to present the highest citations, within the power of the Treasury Dept. to give, to the various branches of the radio industry? And further, why do you think Mr. Clark singled out the radio industry in his remarks on the night of the dinner? I know that you, as the leading trade publication in the radio industry, have a right to be oversensitive. Heaven only knows, I probably would be too if I were behind your typewriter. But take

CLERKS GET PRIZES

In WARD Johnstown Contest

LISTENERS were invited to send in the names of their favorite songs, along with the names of their favorite grocery clerks, in a contest conducted recently by WARD Johnstown, Pa. The station reversed the usual format, awarding prizes to the clerks instead of the listeners.

Contest was aired on a program titled Compliments With Music, sponsored by a Johnstown coffee distributor. Each listener who indicated to WARD what his favorite song was and the identity of his favorite grocery clerk received a week’s supply of coffee. The clerk named got one vote. But when a listener wrote the clerk’s name on a bag of the sponsor’s coffee, the clerk got ten votes.

Sponsor found that the program greatly boosted his sales, because the clerks pushed sale of his brand of coffee in order to get votes, WARD reports.
... ready for announcement, but radio... according to the agency, advertising for commerce... series has not interest... libraries... (Continued from page 10) development, operation analysis, business research and markets. Assistant in the project came from the Worcester branches of the National Assn. of Cost Accountants, Sales Executives Club, Personnel Directors Council and the Society for the Advancement of Management.

So successful was the series, WTAG reported, that it was held over for an additional three weeks, making a total of 16 Blueprint for Tomorrow broadcasts.

When the series ended, scripts were reprinted and bound in book form. WTAG is plugging the book on the air and is filling requests coming to the station. The Chamber is handling orders from industries. WTAG reports orders have been placed from national organizations and other stations interested in setting up a similar series in their areas. The books are offered at cost (40c for single copy) and copies will be presented to the public library as well as to libraries of the Worcester schools.

Because of the success and wide interest produced, the same team—WTAG and the Chamber of Commerce—plan another Blueprint series for the fall. Theme for the series has not been picked yet, but, said WTAG, "like any good blueprint, it will be a plan for betterment."

Roi-Tan Names Agency

AMERICAN Tobacco Co., New York, has appointed Lawrence C. Cumbinner Advertising Agency Inc., also New York, to handle advertising for Roi-Tan cigars. According to the agency, no plans are ready for announcement, but radio is being considered.

The Patroon of the week

MacLEAN CHANDLER

Asst. to VP in charge
Radio and TV
LEO BURNETT CO., INC.
Chicago

With Burnett right from college to now except for four and a half years in the U. S. Navy aboard the WASP, Mac started in research, moved to production, then service and finally to radio time buying and TV. An ardent golfer, Mac will get hot competition from fellow Patroons at future outings in Patroondale. Welcome aboard, Mac.

Canadian Set Output

CANADIAN RADIO set manufacturers during January 1949 produced 36,800 receivers and shipped to dealers a total of 40,000 receivers, according to figures released by the Dominion Bureau of Statistics, Ottawa. Factory stocks at end of January totaled 100,000 receivers. Imports in January amounted to 1,400 receivers, exports to 2,100 receivers. Value of factory shipments amounted to $3,308,606. Average list price of table model sets in January was $31, down from $34 during last quarter of 1948, and lowest figure since 1942.

They Say...

"ONE of the fastest growing industries in the nation is that of television soothsayer. A television soothsayer will tell you how long it'll be before television slays radio... how much television programs will ultimately cost... what type of programs will be most popular... These bold attempts to peer into the future of an infant industry remind me forcibly of a similar bit of crystal-gazing concerning another infant industry made many years ago. It was an article written by J. George Frederick in Editor and Publisher June 13, 1925, it was heralded in that magazine as the most 'lucid and concise presentation of the subject yet made'... Mr. Frederick predicted that radio was doomed as an advertising medium. Broadcast advertising, declared Mr. Frederick, reached a miscellaneous rather than a specific audience... It told its sales story feebly and ineffectively. It definitely antagonized the public and belittled advertising as a principle. It couldn't possibly endure... Mr. Frederick's article... resides next to the Gallup poll on the last election..."

From John Crosby's "Radio Review" in The New York Herald Tribune

"THE law setting up the Communications Commission limits the right of appeal to the courts. If the same limited right of appeal governed when the Postmaster General exercised his taste upon matter going through the mails, the press would soon be in the position of the broadcasters. Judge Miller stated the same geometrical logic: 'The first Amendment applies equally to radio broadcasting as to the press. Therefore, if the chairman of the Federal Communications Commission can make his proposition stick and compel broadcasters to be 'fair,' it follows that the same thing can be done to the newspapers, magazines and all forms of printed publications.' The newspaperman need not send to ask for whom the bell tolls."

From an editorial in The Los Angeles Times

The Fact of the week

WPTK carried the basketball games of two of the area's great colleges. Letters from both schools state that as a result of WPTK's coverage attendance at the games was up 50% over any previous year.

Soon

50,000 Watts
Night and Day

PATOON BROADCASTING CO., ALBANY, N. Y.

Represented by RAMBEAU

ALBANY—SCHENECTADY—TROY

May 16, 1949 • Page 17
Texas Appliance present WAVE management.

with WLAP, with Mr. Storci, Louisville advertising

BEGINNING 23d year of radio advertising with James Cax (r), WAVE Louisville sales mgr., is Norman Epstein, mgr., Will Sales Jewelry Store, Louisville. Firm first signed with Mr. Cax in 1927 when he was with WLAP, then owned by present WAVE management.


FIRST managing director of Southern California Broadcasters Assn., Robert J. McAndrews (center), is congratulated on appointment by board members. L. to r: Cal Smith, KFAC Los Angeles manager and 16th Dist. NAB director; Bill Beaton, KWKW Pasadena manager and SCBA president; Mr. McAndrews; Ernest Spencer, KVOE Santa Ana owner-manager; Jennings Pierce, NBC Hollywood manager of station relations.

FAIR WEATHER smiles are the fashion as New England Coke Co. renews its sponsorship of the "Old Salt," weathercaster on WCOP Boston, six days weekly, 7:40 a.m. and 6:10 p.m., for another 52 weeks. Approving the deal are (l to r) Ned Lord, account executive of James Chirurg Co., agency for account; Edmund J. Shoe, Chirurg radio director; Rudy Bruce, New England Coke advertising manager, and Thomas Dunn, WCOP's salesman for the account.

ADMIRING contract of five local Buick dealers for weekly wrestling shows on KTSL (TV) Los Angeles are Bob Haag (center), KTSL; Hank & Travers (l) and Bob Hoehly of 20th Century Radio & TV Productions.

CHRYSLER-PLYMOUTH dealers May 16 begin sponsorship of Sammy Kaye Showroom, transcribed show, on tailor-made network of 260 stations, three times weekly. Completing 26-week contract for 915 dealers are (l to r) Al Scalpone, radio production manager, McCann- Erickson; Sammy Kay; John Caren, advertising director, Chrysler Div., Chrysler Corp.; Kay Callahan, Chrysler account executive in charge of radio at McCann- Erickson; Lloyd Coulter, McCann- Erickson vice president in charge of radio and television.

READY for work at WMGM New York's Today's Baseball are (l to r) Sportscaster Marty Glickman; Bud Greenspan, production-sound effects; Sportscaster Bert Leo, otherwise known as Bertram Lebhar Jr., WMGM sales director. Drink is Nedick's Inc. product, one of show's sponsors.

NEWS preview at New York's Waldorf-Astoria introduced International Silver Co.'s new sterling pattern, "Queen's Lace." Evertt C. Stevens, International pres., discusses silver with Jean Colbert, WTIC Hartford, Conn., commentator.


**LOOK AT THESE HOOPER COMPARISONS:**

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<thead>
<tr>
<th></th>
<th><strong>WOW AVERAGES</strong></th>
<th><strong>NATIONAL AVERAGES</strong></th>
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</thead>
<tbody>
<tr>
<td>EVENINGS</td>
<td>18.7</td>
<td>14.0</td>
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<tr>
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<td>15.8</td>
<td>7.8</td>
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<td>9.7</td>
<td>6.5</td>
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<td>6.5</td>
<td>2.7</td>
</tr>
<tr>
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<td>6.0</td>
<td>4.2</td>
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<td>WEEKDAY AFTERNOONS</td>
<td>7.6</td>
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Based on (for WOW) Omaha-Council Bluffs, October 1948 thru February 1949

(For National Ratings) Fall-Winter 1948-49 (Oct. thru Feb.) Comprehensive Hooper Report

There is **NO Substitute** for **LISTENERS**!

Strong Listener-Loyalty ... 590 kilocycles ... NBC and top locally-produced shows ... have done it again!

WOW’s 5-month Hoopers are far above those of the average station.

Ask any WOW salesman or John Blair man to show you the breakdowns by individual time segments and programs.

**Comparison Will Prove WHEN YOU BUY WOW You Buy the Best!**
In the Public Interest

promote safety. With wire recorder hooked up to battery of police car, he made on-the-scene broadcasts of accidents, followed by an analysis of causes of accidents by a Police Dept. investigator. Program, titled The Voice of Safety, was done entirely by Mr. Harlow and members of Police Dept.

AIDS FBI

WDTV (TV) Pittsburgh aided Federal Bureau of Investigation when it flashed pictures of two convicts wanted for bank robbery in Memphis, Tenn. Station aired descriptions, and requested persons having tips to phone local FBI office.

'Red Feather Network'

WAEB Allentown, Pa., has joined city's Red Feather Network, composed of all broadcast facilities in town. Network carries once weekly fifteen minute variety show for benefit of Lehigh Community Chest. Series is aired simultaneously on all local stations, WFMZ (A.M.-F.M.), WKAP-FM.

Fast Work

FRANTIC call by officials of Hamilton Ave. Hospital, Liberty, N. Y., for blood donor for seriously ill patient, was aired by WVOS Liberty. Motorist listener responded. Total time elapsed between bulletin and transfusion that saved patient's life was one minute, station reports.

WOAI's Appeal

PEAL broadcast by WOAI San Antonio in behalf of three-year-old boy threatened with blindness met with such instant response, station reports, that it aired special thank-you message on following night's newscast. Child's sight was endangered when smallpox vaccination affected his eyelid. A transfusion of type "O" blood from person who had recently had successful smallpox vaccination was needed to save his life.

'Mattoon Room'

MONEY received from listeners to WLBH Mattoon, Ill., during station's appeal for $15,000 for St. Anthony Hospital fire in nearby Ellingham, in which 74 persons died, is being used to furnish "Mattoon Room" in a new hospital. WLBH broadcast bullets and casualty lists throughout day and evening of fire.

Fire Coverage

FIRE, which wiped out half a city block in downtown Charleston, W. Va., was well covered by WTPN Charleston. Station began airing bulletins immediately after fire started and continued for seven hours until Fire Chief McClane informed listeners that blaze was under control.

Aid to Cancer Drive

RESPONSE of Glendive, Mont. citizen's to KXGN Glendive's Koffee Klub appeal for funds for cancer drive resulted in $53.65 turned over to Dawson County Cancer Fund. Request was aired on daily 7:30 a.m. show on special broadcast from display window of Farm & Home Appliance Co. in downtown Glendive. Coffee and doughnuts, contributed by local merchants, were served.

APRIL 25 was designated as "C-Day" (Cancer Control Day) at WSNY Schenectady, N. Y. Entire facilities of station were converted over to local cancer drive, from 7:15 a.m. to 1 p.m. on April 25. During five hour period $1,270 was pledged to fund in return for musical requests on station's special disc show.

KIOA Des Moines turned over an entire 24-hour period to aid city's lagging cancer drive. Station staged marathon broadcast devoted entirely to soliciting funds for drive. Name bands and professional entertainers supplied by local clubs provided entertainment which also included an auction. Highlight of auction was sale of Holstein calf for $305. Nearly $7,000 was received during period. For station staffers occasion provided fitting end of first year's operation. KIOA marked its first birthday April 25.

SPARKED by cry, "You Have a Date with Humanity," WPWA Chester, Pa., went on air with an all day "Cancer Crusade Marathon." "Marathon" featured continuous entertainment and contributions were accepted by phone. Public was invited to visit station and participate in drive.
Mr Cy Langlois Sr
Lang-Worth Feature Programs Inc
113 West 57th Street
New York 19 New York

Dear Cy:

I think you will be pleased to know that "CAVALCADE OF MUSIC" (two P.M. Sundays), has just been reported, in the January-February Hoopereatings, tied for first place amongst all New York stations. When you consider that WNEW operates on ten-thousand watts against six fifty-thousand watt outlets, I think you will see the significance of this result.

Your devotion to better programming and your willingness to incorporate production values into your service is something everyone in radio must applaud. In these days of increasing competition, programs such as "CAVALCADE OF MUSIC" are the best rating-bait we know.

Please accept our compliments and best wishes for more programs of this kind. Programs are always the payoff.

Cordially yours,

Lang-Worth

Network Calibre Programs at Local Station Cost
SOME people will swallow anything, we know—but how did anybody ever swallow the old misconception that “all radio stations are pretty much alike”?

*KWKH is very different from any other station in its area.* In our 23 years, we of KWKH have built this difference by studying our audience, by testing our programming, and then by spending the time and money required to give our people what they want. Proof? Well, during its 4 performances in March, the Louisiana Hayride, KWKH's Saturday night feature, drew more than 12,000 paid admissions!

KWKH is different. Among all the CBS stations rated by the Hooper Station Audience Index, KWKH consistently ranks near the top, morning, afternoon and evening! May we tell you what this can mean to you in the important Shreveport area?

**KWKH**

50,000 Watts • CBS •

*The Branham Company*  
Representatives

Henry Clay, General Manager
BAB’S FLYING START

Plans Early Move to N. Y.

A FULLTIME sales promotion unit, styled exactly as the NAB membership demanded at Chicago last month, has jumped right into the middle of the all-media battle for advertising dollars.

Well ahead of schedule, BAB’s Broadcast Advertising Bureau has informally replaced the NAB Dept. of Broadcast Advertising. Blessed with triple the old department budget, BAB is a fast, full-scale operation though its formal debut is scheduled June 1.

First definite plans for the industry’s sales-promotion adjunct were drafted last Wednesday at a Washington meeting of its directing body, the BAB Policy Committee.

Transfer of the operation to New York will be made as soon as an office can be obtained by Maurice B. Mitchell, BAB director. One of the sites considered is the former BMB suite at 270 Park Ave., most of the BMB operations having been moved to 50 Broadway.

The policy committee, consisting of four board members and the chairman of the Sales Managers Executive Committee, spent a full day working over the difficult problems of launching the new enterprise. Presiding was Robert Enoch, KTOK Oklahoma City, policy committee chairman, who arrived just in time for the meeting after sitting out the night at the Tulsa airport.

Others Participating

Others taking part were Howard Lane, WJJD Chicago; G. Richard Shaffo, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va.; NAB President Justin Miller; Howard Lane, WJJD Chicago; Richard Fletcher, WARL-FM; Robert Enoch, KTOK Oklahoma City, chairman; Maurice B. Mitchell, BAB director; John J. Gillin Jr., WOW Omaha.

Mr. Mitchell was authorized to expand personnel and get into operation in New York as soon as quarters can be found. It was apparent that the personnel selection will not be rushed, the committee insisting that high-caliber men be selected.

A Chicago office is planned but no decision was reached on the time this operation will be set up nor was any action taken on plans for eventual West Coast representation.

The committee reviewed specific BAB projects submitted by Mr. Mitchell. One of the first of these to be carried out will be a slide-easel presentation suitable for showings before individual sponsors or groups of sponsors as well as civic, business and educational organizations. Mr. Mitchell is to discuss some of these projects briefly at the May 19 meeting of the Radio Executives Club in New York.

Already under way, for example, are studies of TV rate cards and...

(Continued on page 57)

$1 MILLION CONTRACT

By ED JAMES

FRANK STANTON has signed a 10-year contract to continue as president of CBS at a base salary rate of $100,000 a year, it was learned last week.

The contract, indubitably the most rewarding ever written for a radio network executive, contains security provisions extending for 20 years.

Under its terms Mr. Stanton cannot be dismissed by CBS in the first five years of the contract and must be paid a flat sum of $100,000 in the unlikely event CBS chooses to dispense with his full-time services during the second half of the contract period.

No matter how or when his full-time employment is terminated, Mr. Stanton will be retained as a consultant—with modest duties—until Dec. 31, 1958 at an annual fee of $25,000 payable in weekly installments.

The contract covering his full-time employment as “a senior executive” is effective from Jan. 2, 1949 to Dec. 31, 1958. It was signed by Mr. Stanton on April 18, just before he and his wife sailed for Europe.

He has been paid at the rate of...
WALTHAM CO.

Urged to Invest in Spot

A SALES presentation advocating an investment of $2 million in spot radio was made to the recently reorganized Waltham Watch Co. last week by the National Assn. of Radio Station Representatives.

Frank Headley, NARSR president and president of Headley-Reed Co., and T. F. Flanagan, managing director of NARSR, met with officials of the watch firm at a dinner in Boston's Ritz-Carlton Hotel. The meeting was arranged by Dana Baird of Weed & Co., chairman of NARSR's Boston council; Art Smith of Edward Petry & Co., and Robert Foster of the Raymer Co.

Mr. Flanagan pointed to the success of other watch manufacturers in spot radio and said the enormous enlargement in recent years of the watch market was primarily because of the use of radio and television advertising.

ABC GROSS SALES

$10 Million First Quarter

ABC gross sales—less discounts, returns and allowances—for the first quarter of 1948 were $10,218,410, according to a report on file with the Securities & Exchange Commission last week.

No comparable figures for the first quarter of 1947 are available. At that time ABC stock was not listed on the stock exchange and therefore ABC was not obliged by SEC rules to file such information.

Headley-Reed Named

APPOINTMENT of Headley-Reed Co. as national representative of WTVN Toledo was announced last week by Edward Lamb, owner of the station. Headley-Reed also represents the Lamb television properties: WICU Erie, which is in operation, and WTVN Columbus, which is slated to go on the air this fall.

headley reed

BROADCASTING • Telecasting

GOODMAN PACT

$1 Million Deal With WJZ-TV

SIGNING of 10-year contract for more than $1 million by WJZ-TV New York and Harry S. Goodman Productions, same city, was announced jointly last Thursday by the station and the production company. The pact covers purchase of a new television program, in which home viewers participate exclusively.

The contract is said to be the largest single local television contract to have been signed to date. Television Telephone Game will be presented in 10 quarter-hour segments weekly. The series is scheduled for a June 7 premiere, according to Murray Grabhorn, ABC vice president in charge of owned and operated stations and manager of WJZ-TV. It will be telecast Tuesday through Friday, 4:45-5 p.m. and 12:15-12:30 p.m., and Saturday 12 noon to 12:15 p.m. and 12:24-1 p.m. Selected films will be telecast by WJZ-TV during the half-hour intervals between program segments.

The $1 million contract for Television Telephone Game also grants ABC-TV affiliates and owned and operated stations exclusive option, on a 30-day refusal basis, for purchase of the program in their respective cities. After expiration of the allotted period, Goodman Productions can sell the show to other video stations, Mr. Goodman disclosed.

Mr. Grabhorn also announced the signing of two franchise sponsors for the new quiz game. General Foods Corp., New York, for Grape Nuts and Grape Nuts Flakes takes Tuesday-through-Friday time on the 4-4:15 p.m. time period and time on the 12-12:15 p.m. segment of the Saturday program. Young & Rubicam Inc., New York, is the General Foods agency.

Swift & Co. for its peanut butter will be a franchise sponsor during the 4:45-5 p.m. Tuesday-through-Friday period and the 12:15-1 p.m. Saturday portion. J. Walter Thompson & Co., Chicago, is the Swift agency.

Mr. Grabhorn also disclosed that other sponsors have indicated "in tense interest" in the program. He pointed out that each 15-minute telecast can accommodate four franchise sponsors, each of which receives one 15-second commercial daily, or three sponsors with 20-second commercials each. In addition, there are two one-minute spots available for purchase within the body of each quarter-hour program.

Bickmore Joins D-F-S

JESS BICKMORE, formerly associated with the Borden Co., will join Dance-Fitzgerald-Sample as vice president and member of the executive planning group. During his 15 years with Borden, Mr. Bickmore was successively advertising manager, assistant director of sales and most recently, general merchandising manager.

BANKING ON RADIO

Wide Acceptance Shown in New Survey

RADIO PLANS OF 193 banks were surveyed in April by the American Financial Public Relations Assn. Results showed that 133 of the 193 banks were using radio advertising, and that 21 of the remaining 60 planned to use radio in the near future.

Eighty-five of these banks used radio daily, and another 22 used it more than once a week. Banks prefer sponsorship of spots and news programs, although some sponsored children's programs, dramatic shows, or sports programs.

Television, too, comes in for heavy sponsorship from banks. Of the 20 banks located in TV markets, 12 are now using television, most of them buying announcements, although some have used weekly half-hour live shows.

Biggest deterrent to active TV sponsorship by banks, the survey showed, is the high cost of production and the relatively low number of sets in use in some areas.

Of the 35 who said they were not planning to use radio, more than half could give no reason for their lack of interest in the medium.

WHEN Herb Baldwin (center), vice president in charge of advertising for New York, New Haven & Hartford Railroad, visited WEEI Boston, Carl Moore (1), m. c. of WEEI's Boontown Varieties, brought out song published in 1911: "On the New York, New Haven & Hartford." Railroad is a participating sponsor of Boontown Varieties. Flanking Mr. Baldwin are Gloria Carroll, vocalist on program, Fred K. Knight of Chambers & Wiswell agency, Boston, and H. Roy Marks, (2), WEEI sales representative.

ZugSmith Elected

ALBERT ZUGSMITH, executive vice president of The Smith Davis Corp., radio and newspaper brokers, has been elected chairman of the board of directors of Business Corp. of America. Announcement was made May 11 by George Romano, president of BCA which is a national network of business brokers.

Page 24 • May 16, 1949

Drawn for Broadcasting by Sid Hix

"Relax—I'm just answering that last request!"

BROADCASTING • Telecasting
CAUTION: CODE AHEAD

By J. FRANK BEATTY

NAB'S code of commercial and pro-
grated ethics—officially known as the
Standards of Practice—will be-
come fully effective next Thursday.
Conceived 2½ years ago in a
network-sponsored group meeting,
its growth was marked by widespread
criticism, and born exact-
ly one year ago after months of
talk and rancor, the indus-
try's operating ideals now apply
to all the programming and contracts
of NAB member stations.

The standards are rarely men-
tioned when broadcasters get to-
gether. Even at the NAB Chicago
convention the subject was far in
the background. This industry at-
titude is interpreted by some as a
sign that the industry is tuned into
the present, not the past. But
now that time selling is becoming
competitive.

Judge Justin Miller, NAB presi-
dent, takes a different view. He
told Broadcasting last week that
the industry has settled down to
quiet observance of the standards.
The emotional experiences of legis-
latively-minded people, who had
properly assumed its place as a
routine matter, he believes.

Even at this comparatively early
stage in the code's life there have
been incalculable benefits, Judge
Miller contends. In proof he points
to cessation of the widespread
clamor against radio programming
and the communications problems
of parent-partner groups, civic and
religious organizations, and
other bodies.

Long Term Process

Three years ago the enviable
attitude of those groups that once
were grousing everywhere these
groups got together, he
reminds, calling the trend "evidence
that stations and networks have
eliminated practices once consid-
ered objectionable."

Next step in the code's maturity
will be creation of a method of
acquainting broadcasters, advertis-
ers, agency listener groups with
the code's provisions, according
to Judge Miller. This long-term
process will include a technique
of promoting adherence to the
code's provisions.

At this point the association's
progress has been slow. The NAB
board voted at Chicago last month
for appointment of a code inter-
preter. The matter was referred to
NAB management.

In addition, creation of Standards
of Practice Committee was author-
ized some months ago. This com-
mitee would supervise the whole
code operation. Holding up this
phase of code progress is the
problem of selecting committee chair-
men who are industry-minded,
who contain industry prestige and
the administrative talents such as
job will require.

The partly-formed code commit-
tee met at Chicago in April. It
met the basic recommendation for
a code interpreter, adopted a few
days later by the board. Its
members include Robert T. Mason,
WMRN Marion, Ohio, for small
stations; Eugene Carr, Brush-
Moore stations, for medium
stations; large stations, vacant; FM,
William E. Ware, KSWI Council;
Bluffa, Iowa; unaffiliates, Lawrence
W. McDowell, KFOX Long Beach,
Calif.; TV, Eugene S. Thomas,
WOJC (TV) Washington; NAB
board, William B. Quarton, WMT
Cedar Rapids, Iowa. Advisory members
include AAAA, George Ogie; ANA,
vacant; NAB staff directors are
Harold Fair, Richard W. Jencks
and Robert K. Richards.

Even without the benefit of a
permanent vehicle for education
and enforcement "there is no ques-
tion of violation on 90% of the
standards," according to Judge
Miller.

Giveaway Dispute

"There is some dispute over time
limitations and the giving away or
selling buying of这几个 in
adherence. Here interpretation
becomes important, with wide vari-
bance in the way individual stations
and networks interpret the provi-
sions."

Judge Miller concedes there
might be a tendency in spots to
disregard even time limitations but
he says it is not widespread.

The four networks have been
operating well within the standards
adopted last March. They
voluntarily pushed ahead the May
19 effective date for all contracts.
"They are doing considerable
interpreting on giveaways and buy-
ning," he said.

The judge agrees there is no way
of monitoring the industry's ad-
herence to the code. Lacking fac-
tual reports on what stations are
doing, he says the best way to
guarantee observance is to observe
the attitude of the groups that once
agitated for adoption of a code.

"My impression is that accept-
ance and observance of the stand-
ards is widespread," he declared.
"The intense criticism by parent-
teachers, religious and civic groups
has died out. This is evidence that
stations and networks have elimi-
nated practices once considered
objectionable.

"For many years I have studied
the history of codes of ethics in
the legal and medical professions.
The whole matter becomes a
temporary proposition. I don't expect any
fireworks in observance of the
standards. The process is one of
long-term education. It's another
instance in which a professional
group states its ethics and stand-
ards. Of course there are some
exceptions in every code, but
there will be broadcasters whose
operations will not meet the indus-
try's highest standards."

"We have made remarkably good
progress and apparently the lis-
tener organizations are very much
impressed and pleased. There is by
no means the same amount of pro-
tests against inferior and poor
programming."

TV Provisions

"One of the first jobs of the
standards committee will be to pre-
pare new provisions applicable to
later years, pre-empting old
provisions applied to radio; there
will be provisions which specifically apply
to television, including para-
graphs covering good taste, chil-
ren's programs—everything ex-
cept those pointed directly at aural
radio. FM already is fully covered.
"Judging by the falling off in
criticism, broadcasters must be
satisfying their communities with
professional and commercial stan-
dards."

One of the problems in applica-
tion of the standards is the fact that
several government agencies
exercise varying degrees of con-
trol over broadcasting, according
to Judge Miller, making enforcement
methods of other groups inappro-
priate. He said NAB will look to as
far as it can in implementing the code
without running afoul of anti-trust
laws governing restraint of par-
ticipation.

Judge Miller feels the FCC should
give NAB a chance to put the
standards into effect rather than
become involved in interpretation
or in decisions based on the stan-
dards, recalling a statement by a
former FCC chairman that a sta-
tion's code status would be a factor
in license renewal proceedings.

While there is no evidence that
stations living under the code have
suffered loss of listeners or busi-
ness, Judge Miller concedes in-
creasing competition within the
industry and a declining business
(Continued on page 81)

SPORTS RIGHTS

CBS, NBC, Gillette Involved

NEGOTIATIONS involving CBS,
NBC, Gillette, Safety Razor Co.,
New York's Madison Square Gar-
den Corp., and the rival boxing
promotion organization, the Tour-
nament of Champions, were as
dramatic in week 2 as the action
reeling from a title-holder's hook.

What appeared to be emerging
from a series of complex negotia-
tions was a new monopoly of box-
ing rights in television rights to
Garden fights by CBS and NBC,
the withdrawal of CBS from sports
promotion, and the probable purc-
chase by Gillette of radio rights to
Garden boxing.

The absorption by the Garden
corporation of the Tournament of
Champions, in which CBS is an
equal partner with three other
interests, was near conclusion, it was
said.

At the same time NBC was re-
portedly near agreement with the
Garden for television rights to
Garden fights. But NBC would have
to share the rights with CBS.
As a condition to its agreeing to
the sale of the Tournament of
Champions to the Garden, CBS was
insisting on access to an equitable
portion of Garden fights.

Gillette Negotiating

Meanwhile, Gillette was known to
be negotiating directly with the
Garden for a new contract replac-
ing its current deal which expires
May 31.

With CBS and NBC both bidding
directly for television rights it was
presumed, although not officially
confirmed, that Gillette's bargain-
ing concerned radio rights. It is
likely to be worth $400,000 to the
Garden and the 20th Century Sporting
Club—which shared equally—in the past
year, covered both radio and tele-
vision.

Gillette has broadcast fights
ting ABC's radio network and
NBC's television. ABC has not
took the current negotiations,
it was said.

The total price which the Garden
not only hoped but intended to get
for radio and television rights in
the next year was said to be more
than double that which was received
from Gillette under its present contract
If the absorption of the Tourna-
ment of Champions by the Garden
corporation is achieved, it would
mark the end of a six-month par-
ticipation by CBS in sports promo-
tion. The network became a
one-quarter owner of the quadruplet
$ of C last Dec 1.

A series of boxing matches has
been staged by the T of C since
then and telecast by CBS under
sponsorship of Ballantine Beer.

May 16, 1949  Page 25

BROADCASTING * Telecasting
DON LEE REALIGNS

REALIGNING its top management, the 45-station Don Lee Broadcasting System last week announced the elevation of Lewis Allen Weiss, president, to the post of chairman of the board. Coincident with this, Willet H. Brown, executive vice president, was named president.

Five other men in the organization were named officers "to enable the management fully to utilize the experience and ability of more executives in the company's expansion of radio and television operations." said Mr. Weiss.

The other new officers are Don B. Tatum, vice president and general counsel; Ward D. Ingrimm, vice president in charge of sales; Pat W. Campbell, vice president in charge of station relations; William D. Pahl, general manager of KFRC San Francisco; and C. J. Marshall, assistant secretary-treasurer.

The company's board of directors remains unchanged.

Mr. Weiss has been with Don Lee on two occasions. He joined the network in 1939 as vice president and general manager, serving two and one-half years before leaving to become general manager of WJR Detroit. In 1938 he returned to Don Lee to reorganize the network.

Mr. Brown joined Don Lee Inc., statewide distribution agency for Cadillac and LaSalle, in 1932. He was named to the post of assistant general manager of the organization established the Don Lee Broadcast-

Eastland Named

RICHARD L. EASTLAND, formerly with Hutchins Advertising Co., has been appointed director of radio and television for Erwin, Wasey & Co., New York. He will be responsible to C. H. Cottington, vice president in charge of radio and television, whose headquarters are in Los Angeles. Mr. Eastland has been radio director of Roy S. Duuxine Inc. and of the J. Walter Thompson Co., Chicago office.

Blair organization in Chicago, later was transferred to New York.

Last November he rejoined Don Lee as director of advertising.

Mr. Campbell joined Don Lee in 1943 as director of station relations. He was in the theatrical field from 1912 to 1921 when he became general manager for the late David W. Griffith, noted picture producer. Later he became United Artists' foreign representative. In 1929 he resigned that post to establish west coast offices for World Broadcasting System and remained in that post until October 1943 when he joined Don Lee.

Blair organization and communications

By HERMAN BRANDSCHAIN

CONTRACTS covering approximately 1,000 NBC and ABC engineers were signed Wednesday and Thursday by the networks and NABET of Broadcast Engineers and Technicians.

The agreements provided improvements in working conditions but, for the first time in 12 years, engineers salaries at $556 monthly after six years remained unchanged. Sound affects men and communications engineers were given increases of from 4 to 7%, whereas television personnel was increased.

Networks resisted wage increases on several grounds but it was argued primarily that the expense of television prevented upping of engineers' scales.

Engineers' Counter Claim

The engineers countered that television was not an expense but a huge investment in which the jackpot was around the corner. The engineers should not be called upon to subsidize an investment, they argued, adding that AGC profited justly wage increases.

This position was parried by the networks. They said AGC and TV were all part of the same pocketbook. As the networks signed, NABET was still bargaining for engineers employed at WOR New York and WOIC (TV) Washington. These negotiations were said to be making progress, with a settlement probable early this week.

The networks' settlement came after day and night sessions for almost six weeks, during which a federal mediator was called in. Strike vote was taken and preparations made on both sides for a

NABET finally signed a wage structure that differed little from the companies' original position. The companies had asked the engineers to look at betterment of other parts of the contract instead. This was done.

Whether this will satisfy all NABET members is questionable, but it is understood the NABET leadership regarded the contract as the best obtainable under present conditions.

NABET was faced during negotiations with such considerations as its disputes with IATSE over television jurisdiction, the IBEW deadlock at Yankee Network where engineers struck after they were offered in a new contract less than present wage scales (see story page 4) and with a solid front on the part of management.

ABC and NBC negotiated jointly. The contracts worked out for the two networks have few important differences, it was learned. Separate agreements were signed for each network—three for each network—covering separately engineers, traffic and communication workers and sound effects men. All terms were said to apply equally to AM, FM and TV. Neither side gave out details of the agreements.

All the agreements, it was learned, however, are one-year pacts, effective and retroactive to December 1.

The three have a wage reopening clause at the option of NABET after six months.

In brief, significant changes were said to be these:

- Improved working conditions, including mandatory meal periods, short turn-around and call-in protection.
- Seniority protection extended.
- Arbitration of disputes to be speeded up.
- Pay increases for traffic and communication men were said to amount to about 5% for sound effects men; said to amount to about 4% on NBC and 7% on ABC.

New meal period clauses, it was learned, provide that if an engineer does not eat within the fourth, fifth or sixth hour, he must eat during the seventh hour—except for an emergency.

In the rare case where an emergency causes work through the seventh hour he is said to be paid double time until he does eat. On top of that, if his work carries over

(Continued on page 27)
BULOVA GRANTS

13-Year Case Finally Cleared

IN A 31-page decision which ratted a 13-year-old collection of skeletons, FCC by a 4-to-2 vote last week granted regular license renewals to WGR, WBO and WNEW New York, clearing the watch manufacturer of charges dating back to 1936.

The Commission also approved transfer of WVO to Victory Broadcasting Corp., owned by N. Joseph Leigh (51 1/2%), New York industrialist; Richard E. O'Dea (30 1/2%), a minority stockholder in both WBO and WNEW, who gives up his WNEW interest; WOV General Manager Ralph Weel (8%), and Program Director Arnold Hartley (7%). The price is approximately $300,000 and the transfer is to be consummated within 20 days.

Thus FCC moved to terminate (1) its year-long series of investigations based on charges of hidden ownership in Mr. Bulova's early ventures in station operation, and (2) the last of its original duopoly cases.

FCC Split

In a rare FCC split, Chairman Wayne Coy and Comr. Robert F. Jones dissented, holding "a hearing is imperative." They were "unable to see how the Commission can come to a conclusion on the Bulova case" one of its "major cases" and "qualify" to be a licensee. Comr. George E. Sterling, at an international conference during consideration of the case, did not participate in the vote.

The complaints, filed over a period of 13 years, involved Mr. Bulova's acquisition of WCOP Boston, WELI New Haven, WNBC New York (now WINS Hartford); WPN Philadelphia and WOV (now WNEW, through an exchange of call letters). His relationship with WBNW also was examined in FCC's investigation.

All of the charges relate to events between 1934 and 1937. Since then, Mr. Bulova has relinquished all his station interests except those in WVO and WNEW.

The Commission majority reviewed in detail the findings of its investigation with respect to each of the stations. The report noted that some of the complaints were before the Commission in connection with prior applications and were considered, or presumably considered, before those applications were approved. There was a series of investigations in 1944, but it was pointed out, plus evidence at testimony during the House Select Committee investigation of FCC last year, at the same time and the Commission's own investigative staff investigation in 1948.

But the majority did not feel that enough material had been turned up to indicate Mr. Bulova was guilty of concealing true ownership, or that it was likely a further hearing would produce "any additional information." The majority concluded:

- There is "no question" that both WVO and WNEW have been operated in the public interest.
- FCC does "not a court of appeals" to review its predecessors actions, except in unusual circumstances.
- A further hearing should not be undertaken on "questions of suspected intent," particularly if there is good reason to believe that prior Commission 's "had knowledge of the principal facts concerning the activities complained of, and therefore (by grants issued the station) might be considered as having given their consent, explicitly or implicitly, to such activities."
- Before 1946, FCC granted "numerous" applications of WNEW and WOV without raising questions, while Mr. Bulova since 1946 "with the apparent sanction of the Commission" has made repeated attempts to dispose of WOV in compliance with the duopoly rule.

- With respect to the various stations, there is no information or evidence sufficient to justify further hearing on charges that Mr. Bulova was the real owner before he applied for consent to acquisition of any of them. Nor is there information to show that he misrepresented facts.

The majority cited numerous studies in BROADCASTING during 1936-37 to show that the industry, if not the Commission, was aware of Mr. Bulova's plan to establish an Atlantic Coast network, and his financial backing of some of the stations. It would be only natural, the majority felt, for him to have been interested in "friendly ownership" of stations which might become keys in the projected network. In WOV specifically, the majority held that FCC should have been given copies of two 1957 letters by which the late John Iribe, a former owner, was to acquire a minority interest from Mr. Bulova. But the majority was "not satisfied that this neglect ... is sufficient to justify a conclusion that the grant of [renewals to] WNEW and WOV would not be in the public interest."

In the WPNW case it was noted that FCC in 1944 granted transfer from Mr. Bulova after "specifically considered" a charge that he acquired a 50% interest in 1936 without reporting it. "The recent investigation," FCC said, "developed no new information to justify a reopening of this matter."

The majority found "no evidence that Mr. Bulova either loaned money to [WAGA] or had any (Continued on page 79)"

FCC BUDGET

Coy Asks Cut Restoration

RESTORATION of the House cut on appropriations, to enable FCC to strengthen its laboratory and other services and speed up overall efficiency, was requested by FCC chairman Wayne Coy last Wednesday.

Mr. Coy testified before a Senate appropriations sub-committee headed by Sen. Joseph O'Mahoney (R-Wyo.). Comr. Coy sought return of a $108,000 cut in the House passed bill (HR 4177) which dropped FCC 1949-50 appropriations from the estimated $6,638,000 to $6,525,000, but still $175,000 over the current budget.

Comr. Coy noted warily that Commissioners might not be eligible for salary increases provided by other Congressional measures under language of the House-passed measure. Mr. Coy was referring to an amendment, favored in House committee but deleted on the House floor, that passage "shall not prevent [Commissioners] from receiving their salaries, as may be determined by the House in the future..."

Mr. Coy thus asked that the commission be clarified as to whether or not the 1950 appropriation was considered when the Senate subcommittee made the cut.

All Attend

All seven Commissioners and some 18 staff members attended the session. It was the first hearing by the Senate group, who also will hear witnesses from FTC, SEC and other independent establishments. FCC appeared first because of Chairman Coy's trip to the International Telephone and Telegraph conference in Paris. It was reported that he was due to sail from New York Friday.

Mr. Coy also took exception to the House limitation on employees. "We are making progress in personnel administration and I don't think there should be any limitation of one personnel man to every 125 employees," Mr. Coy stated. Current Commission ratio is about 1 to 101, he said.

Chairman Coy recalled the suggestion of Rep. Thomas of Ohio that FCC might shift some of its personnel to processing of applications. He said he told the Congressmen this would not cut the current backlog of applications.

"We should strengthen the laboratory and field services upon which allocations are based," Mr. Coy contended Wednesday. "Work of this kind would make the bringing of rules up to date and granting of applications easier.

Referring to the House report on limitation of employees, Comr. Walker testified that many FCC staff members put in long hours. "It is nothing to find engineers on duty Saturdays, Sundays and even on Sundays. It is true that overtime (Continued on page 80)"

"OPERATION THRIFTY," a nine-day sales event and air show, opened May 14 in Buffalo N.Y., by Setter's department store and the Buffalo Junior Chamber of Commerce. Designed to dramatize savings to the public through the use of commercial airline freight service, Setter's Bargain Airlift was promoted through use of radio and newspaper in the area.

Transcribed greetings and congratulations from airlines executives were used on the store's radio shows and WEBR Buffalo aired a birdseye of the event from a plane over the city. Among those attending the send-off dinner for the event (to r: Dr. Clinton Churchill, president and general manager of WBW; Jack E. Rennek, newspaper manager; William Doebler, commercial manager, WEBB; Bob Cornelius, vice president, Setter's; Aaron Robow, Setter's executive vice president; John Madden, vice president, Setter's; Clarence Allen, WEBB program director; Frank Kelly, assistant station manager in charge of sales, WBEN; Roger Baker, commercial manager, WBWB; Nat Cohen, WGR commercial manager, Buffalo station."

May 16, 1949 * Page 27
MANagers Prefer Experience

MOST station managers in the 5-kw or less station classification in a four-state area of the Midwest (Nebraska, Iowa, Minnesota and South Dakota) prefer experience to education in selecting program department personnel, but do not discount the value of education. If faced with a choice, however, a majority would give the nod to experience.

This was one of the facts brought out in a study conducted by Robert J. Williamson Jr. in connection with his master's thesis he prepared at the U. of South Dakota on the subject, "Qualifications for Program Department Personnel." Mr. Williamson, formerly program director of KUSD, the U. of South Dakota station, assumed the program directorship at WMUK Middletboro, Ky., on Sept. 1.

The conclusions Mr. Williamson presented in his thesis were based on replies to a five-part, four-page questionnaire sent to 95 stations of 5 kw or less power in the four states. Eighty-one per cent of the questionnaires were returned, he reports.

The questionnaires were designed to bring out in some detail how station managers feel about the kind of background a young person wishing a career in radio should have. Says Mr. Williamson after analyzing the replies: "The young person should come to the station with full knowledge that radio is a business; it is not a glamorous fairyland, but requires hard work, a broad education, rigorous hours, and open-mindedness."

Executives of the stations polled indicated that a program department applicant should have as a general background a liberal college education with a major in a composite of speech and radio. Experience in a small commercial AM or FM station or a non-commercial college station is desirable.

Replies to Mr. Williamson's questionnaire showed that 26 of the stations consider a liberal college education as acceptable educational background for a program department position, and 33 would like to see it set as an industry minimum.

Speech-radio is rated well above English and radio-journalism as the most desirable college major, with 26 stations checking speech-radio as first choice and 41 giving it as either first, second or third choice. English ranks second with ten first choices and a total of 23. Radio-journalism is third with a first-choice score of 9 and a total of 31 for all three choices.

Fifteen stations checked high school as acceptable educational background, but many had qualifications of experience or specialized education as a further requirement. Mr. Williamson found. In almost every case the stations reporting that they were not satisfied with their present job requirement standards listed high school, junior college or radio vocational school as acceptable educational background.

Seventy-four stations replied "yes" to a question on whether or not typewriting is a requirement. shorthand is optional but in most cases is required for persons in continuity, traffic and secretarial work.

In 40 of the stations from which replies were received the announcer is hired as a salesman of the station. He should be a combination man — announcer-control operator (20), announcer-production man (18), or announcer-copy writer (14) — to satisfy most stations.

Sports Quotations

Forty-eight of the 77 stations participating in the survey do not require newscasters to rewrite their material, but the trend, as one station pointed out, seems to be going toward rewrite, according to Mr. Williamson.

The sportscaster should have an intimate knowledge of sports (18), and for most stations he should be able to give play-by-play descriptions of football (66), basketball (64) and baseball (49). Fifty-nine of the stations polled prefer a sportscaster who has had rewrite training and editing.

One of the general conclusions of Mr. Williamson's survey is that "stations are being held down by lack of training for the part applicants." "Practically all of the requirements desired by the stations could be met," Mr. Williamson says, "by a university or college in a four-year training course if it were geared to the needs of the stations in its area."

Mr. Williamson sees a need for greater coordination of the efforts of "the people who teach and train radio personnel and people who employ radio personnel."

NEW ENGLAND

Network Dinner in Capital

THIRD ANNUAL New England Regional Network dinner was held last Thursday in Washington's Mayflower Hotel, attended by top radio figures and government officials.

The dinner also was scene of the weekly New England Round Table, panel discussion on "The Eighty-first or Eighty-worst Congress?" Moderator was Lief Eld, NBC Washington commentator. Participants were Edward Owen Breweater (R-Me.), Rep. John E. Fogarty (D-R.I.); Rep. Christian A. Herter (R-Mass.) and Rep. Abraham A. Ribicoff (D-Conn.).

The weekly show is fed to the NERN stations, comprising WBZ Boston, WCHS Portland, WJAR Providence, WBZ Bangor, WTIC Hartford and WBDO Augusta Me.

Guests included FCC Comr. George E. Sterling; Glenn McDaniel, vice president of RCA; Frank M. Russell, NBC Washington vice president, and representatives from the NERN stations.

Among other guests were managers of the NERN stations and officials of WBZ Boston and Lewis Inghouse Radio Stations Inc.; J. J. Weed, Weed & Co.; William R. MacAndrew and Gene Juster, WRC Washington; a score of Senators and Representatives from New England States.

House Gallery Decennial

HOUSE RADIO Gallery has scheduled a number of regular broadcasts and pickups for May 20, the occasion of its 10th anniversary, it was revealed last week. Tentative plans were being laid for a possible reception and cocktail party, with the site as yet undetermined. Commentators representing stations affiliated with the four major networks were to include Bakhauge, Robert McCormack, Lief Eld, Al Warner, Earl Godwin, David Brinkley, Bill Coyle, and possibly Fulton Lewis jr., Elmer Davis, Bill Shadle and Eric Sevareid. Broadcasts are scheduled to originate at the House Gallery periodically from 12 noon to 7:30 p.m.
WALTER HITS FCC

FCC last week appeared to be tabbed for another in the long series of threatened investigations—this time on grounds of alleged violations of the Administrative Procedures Act. Prime mover behind this latest threat is Rep. Francis E. Walter (D-Pa.,) second ranking member of the House Judiciary Committee and co-author of the act.

Congressman Walter revealed his intent to investigate FCC in an address before House colleagues last Thursday and in a statement to FM Assn. prepared for release today (May 12). Proposed action grew out of heavy mail response received in reply to his speech on the House floor April 12 [BROADCASTING, April 18] , the legislator said. He had declared that "FCC has been obstructed, stepped on, blocked, or ignored from the start," and observed the Justice Dept. "might well investigate obstacles to FM's development.

At the same time Rep. Walter noted House approval of a resolution (H Res 166) Thurday which would provide necessary funds for examination of "deep investigations" within the Judiciary Committee's province. A sum of $30,000 is authorized for use by the whole or a subcommittee, to be paid out of the House contingent fund.

In his prepared statement, Rep. Walter said he proposed to utilize some of the funds, when they became available, for "thorough investigation" of what he termed flagrant and wilful violations of the Administrative Procedures Act by FCC. He told Broadcasting he plans to be prepared for action as soon as possible, whether it be during the present session of Congress or during recess. One of the points he plans to raise concerns network policy on FM stations being "required" to duplicate AM affiliates' programs in full, he said.

Congressman Walter said many of the thousands of letters he has received for copies of his April 12 speech revealed "deliberate and contemptuous violations by the FCC of the Federal Administrative Procedures Act. Reports of the alleged violations are supported by the fact that in the past week the U. S. Court of Appeals reversed three decisions made by FCC, Rep. Walter said in his statement.

In these cases, he asserted, FCC's

Webster Postponement

SCHEDULED appearance of FCC Comr. Edward M. Webster before Senate Interstate & Foreign Commerce Committee last Wednesday was "indefinitely postponed," the committee announced. The Commissioner was nominated by Pres. Truman May 4 for appointment to the Commission [BROADCASTING, May 9]. Committee spokesmen said the postponement was requested by "Senators other than those on the committee," but gave no explanation as to their reason for seeking delay. Comr. Webster's present term expires June 30.

PROBE INTENT

indicated

Pair of Civil War surgical scissors, loaned by the North Dakota Historical Museum, is used by Judge Morris to cut the ribbon opening Radio Center. Assisting him are Mr. Fitzsimonds (1) and Charles Murphy, KFYR news editor.

RADIO CENTER

Ceremonies Mark KFYR Opening

NEW, modern $400,000 Radio Center has just been opened by KFYR Bismarck, N. D., with a three-day public ceremony. Located at Fourth and Broadway in Bismarck, the building was built "from the ground up" as a broadcasting plant. Critics have praised the equipment and IBM synchronized clock system.

Intensive promotion campaign preceded the official three-day opening. KFYR distributed 18,000 numbered buttons to listeners who requested them and Bismarck merchants contributed numerous prizes. Holders of matching numbers received the prizes, which were evaluated at close to $5,000. Opening day was highlighted by a parade and a formation flying exhibition by flying farmers of the region.

Public Tours Conducted

In the first official broadcast from Radio Center, Judge James Morris of the North Dakota Supreme Court cut the ribbon barring the main entrance. The public was taken on conducted tours of the studios and offices for three days. Mr. Fitzsimonds estimated more than 15,000 persons toured the Radio Center in two and a half days.

In addition to special broadcasts, KFYR, marked the event with a stage show featuring NBC Announcer Bob Murphy, former Bismarck resident, and Corinne Jordan, the "Stardust Lady" of Minneapolis. Proceeds from the show were donated to the Cripple Children's Hospital in Jamestown, N. D. A free dance also was presented each night with the station's staff orchestra furnishing the music.

PUBLIC TOURS

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KRSC FM-TV

Sold to KING for $375,000, Subject to FCC Okay

PURCHASE of KRSC Seattle's television and FM stations by KING for $375,000 was announced last week, subject to the customary FCC consent [CLOSED CIRCUIT, May 9].

KRSC-TV, on the air since last television station operating in the state (KUZO 1946.8 MHz) was the state's first FM station, having started Feb. 1, 1947.

KING has an application pending for TV Channel 7 and has complemented its board (94.9 mc) since December 1947. Upon FCC approval of the transfer, KING will withdraw its own television bid and dispose of one of the FM stations—probably KING-FM. KRSC-TV and KRSC-FM are joint operations, according to KING President and General Manager Henry Bullitt.

The sale was announced jointly by Mrs. A. Scott Bullitt, vice president and principal stockholder of KING, and P. K. Leberman, chief owner of KRSC. Application for FCC consent is being prepared by Hogan & Hartson, Washington counsel for KRSC, and Haley, Mandle, Hetherington in behalf of KING. It probably will be filed this week.

Changes in Policies

Sweeping changes in the KING program policies and operational structure were announced meanwhile by Hugh M. Pelto, former BMB president and now station manager of KING. A revised rate card also has been prepared, to become effective today.

Around-the-clock operations will be commenced today (Monday). The station henceforth will concentrate on musical programs—primarily popular and request selections—and will increase its attention to sports, already a major item.

KING is cancelling all commercial religious broadcasts except its long-standing Sunday Children's Service from the First Methodist Church. For replacement the station will present sacred concert music from 5 to 11 a.m. beginning today and will offer this block as a unit for sponsorship. A women's participating program and half-dozen other "talking shows" have been dropped from the regular schedule.

KING's revised organizational structure is headed by a policy committee which includes Mrs. A. Scott Bullitt, Mr. Pelto, and chairman of the board. Mr. Pelto anticipated no staff additions except for technical personnel for the expanded nighttime operation.

To Absorb KRSC-TV Staff

The staff of KRSC-TV, however, is expected to be taken over by KING upon FCC approval of the transfer. Program Manager Lee Schulman has been a key figure in the KRSC-TV operation. The television station transmits for more than 20 hours per week since it went on the air, carrying programs from NBC, CBS, ABC and DuMont networks, home games of the Seattle Rainiers baseball team, but its programs were limited to the usual fare of "regular" programs--"talking shows" and "news stories." A limited number of newsreels and sportscasts were shown daily. KRSC has been housed in the Picture House at 802 Second Ave., former location of the Picture House. Upon the new arrangement, the Picture House will be used as a television studio and the old Picture House will become an office building.

WATO-Silenced

WATO Oak Ridge, Tenn., was silenced twice last week as a construction crew clearing site for a new housing project blew down the power line feeding the station's transmitter. WATO was off 25 minutes between May 10 and 20 minutes May 12.

25th Anniversary Meet Opens Today

MANUFACTURERS and technicians of broadcasting will convene in Chicago this week for the Annual Radio Parts and Electronic Equip- ment Conference and 19th annual convention of the Radio Mfrs. Assn. at the Stevens Hotel. More than 13,000 persons are expected for the parts show, which begins today (Monday) and continues through Friday.

Friday night both groups will combine to observe the silver anniversary of the RMA at a banquet in the grand ballroom. The parts show is sponsored annually by the RMA, the Assn. of Electronic Parts and Equipment Mfrs., the National Electronic Distributors Assn., the Sales Managers Club and National West Coast Electronics Mfrs. Assn.

Manufacturers, distributors, representatives and technicians will preview new products and conduct business meetings before the Tuesday opening of the exhibition hall, where 230 booths and display rooms were reserved before last weekend. Price lists, black and white and color, for 1,650 industrial displays will be viewed today, and additional exhibits are located on the fifth and sixth floors.

Television components and parts will take a predominant part in the exhibit, while receivers will be viewed in rooms outside the exhibition hall, inasmuch as the show is restricted to parts and chassis and reserved to persons with cards. Among the TV models which will be shown are the recently-announced Andrew Jackson and Jackson Hermitage lines produced by the company.

The firm, after operating in the private label field, is entering the name-brand market with a low-price line, according to president David Krechman. These models, "priced to a full margin of profit," have been "on our pilot lines for several months," Mr. Krechman explained.

A video-tuner, a chassis without picture tube or speaker, will be introduced by Radio Craftsmen, Chicago. Allotted at low-cost market levels seeking large-screen video, the set uses either a 12-inch or 16-inch tube, and can be assembled by a serviceman "at much less than the cost of a pre-assembled set," the company claims.

Standard Transformer Corp., Chicago, is showing a new parts item, a line of "Pick-A-Component" TV components designed to simplify the serviceman's job. A compilation of video service manuals and a handbook, "Recording of Sound" by Oliver Read, will be released by Howard W. Sams & Co., Indianapolis.

Quan Nichols Co., Chicago, is offering 11 new Adjunct-Cone speakers. Firm normally shows three models yearly at the show.

Other exhibitors who reserved space above the show are:


BOND DRIVE

Four Networks to Carry Show

FOUR national networks are to carry special full-hour broadcast Monday evening (May 16) 10:30-11:30 p.m. (EDT) to launch the Treasury Dept.'s Opportunity Savings Bond Drive.

Scheduled May 16 through June 30, the bond campaign is to include full network support from all segments of the radio industry [BROADCASTING, April 25]. The Treasury's first major peacetime drive will seek to curb inflation and to ensure individuals and the economy against future de- fensive periods through planned savings in bonds. Series E bond proceeds total more than one billion dollars.

The May 16 four-network kickoff show is to feature President Truman and Treasury Secretary Snyder with top radio and screen talent. Included are Bing Crosby, Bob Hope, Jack Benny and Rochester, Al Jolson, Lionel Barrymore, Jo Stafford, Roy Rogers, Irene Dunne, Edward Arnold, Frank Sinatra, Gene Kelly, Esther Williams and Fred Waring's Pennsylvanians. Alan Ladd is to be hosted m.c. with Ken Carpenter announcer and Robert Armbruster musical director.

For network show is being produced by Cornwell Jackson, Hollywood, president of J. Walter Thompson Co. who is national radio consultant to Treasury.

Trends last week also announced distribution to stations of special recorded chain break jingles on bond theme. Set to the campaign song of the drive, "Oh Susannah," the jingles have been made by 18 radio and screen personalities. Individualized verses lead into standard sales choruses written by Joseph Sullivan & J. Walter Thompson Co., New York.

MORRIS SUES

Amos 'n Andy Team

SUIT for $300,000 damages has been brought against Amos 'n Andy by the William Morris Agency in Los Angeles as a result of sale of their talents and name to CBS by Charles Correll and Freeman Godsen. The action was filed in Los Angeles as the law of Civ. 5980. It seeks $1,100 weekly for seven years from the comics on the ground they had a firm in 1948. They deliver their show to Lever Bros., starting Oct. 19, 1948 but instead terminated the contract in the summer of 1948.

In reality the plan is only a re-arrangement of basic terms of the original pact with Lever Bros. Amos 'n Andy contend their Morris contract expired before they signed with CBS. The case has been assigned to Judge Ben Harrington of Los Angeles Superior Court.

Page 30 • May 16, 1949

BROADCASTING • Telecasting
He means business!

There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W·I·T·H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W·I·T·H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area. W·I·T·H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W·I·T·H. So don't monkey around. Remember that W·I·T·H means profitable business. Get the whole story from your Headley-Reed man.

Tom Tinsley, President  Represented by Hedgley-Reed

BROADCASTING  TELECASTING

May 16, 1949  Page 31
VIDEO CENSORSHIP

MOTION PICTURE interests are behind the move to extend the State of Pennsylvania's censorship of films to those which are telescast.

This was revealed in testimony last week in the important TV censorship case hearing in the U. S. District Court for the Eastern District of Pennsylvania before Chief Judge William H. Kirkpatrick.

Mrs. Edna R. Carroll, chairman of the Pennsylvania State Board of Censors, admitted under questioning by Earl G. Harrison, former dean of the U. S. of Pennsylvania Law School and counsel for several television stations which brought suit to prevent enforcement of the TV censorship regulation, that the regulation was adopted because of pressure from movie exhibitors. The exhibitors, she said, resented having to meet censorship requirements when the corner showings television did not.

Mrs. Carroll, testifying last Wednesday, said that TV film exhibited in Pennsylvania will have to carry the Board of Censors' seal the same as motion pictures.

But there is little likelihood that actual censorship of television will take place in Pennsylvania for some time, if at all. Mr. Harrison revealed in testimony on the opening day of the hearing last Monday that the court's decision will be up to the State's attorney general that Pennsylvania has no intention of enforcing the censorship regulation against TV stations while the matter is still pending in the courts.

The action to restrain the State's Board of Censors from imposing censorship on motion pictures used by stations was brought by Allen B. DuMont Labs, operating WDVT (TV) Pittsburgh; the Philco Television-Broadcasting Corp., operating WPHT (TV) Philadelphia; Triangle Publications Inc., operating WPTI-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster.

The stations are represented by Mr. Harrison and William A. Schaefer. The Commonwealth of Pennsylvania's legal counsel in the case includes Abraham J. Levy, special deputy state attorney, and H. F. Stambaugh, a deputy state attorney general.

Judge Kirkpatrick announced Wednesday that he would meet with counsel for both sides on June 6. Following that, Judge Kirkpatrick said, he will set a date for the filing of briefs and legal arguments. Reason for the delay, it was explained, is that it will take the court stenographer about ten days to transcribe the testimony presented last week. The case is not expected to reach the Circuit Court of Appeals until fall.

Regulation Question

The question of FCC regulation of TV and how such regulation might conflict with rulings of Pennsylvania's Board of Censors was brought out Wednesday by Max Goldman, assistant general counsel for the Commission in charge of litigation. Mr. Goldman told the court that FCC does not have the right to censor radio or video shows in advance, but licensees can be warned. Extreme cases of law violation by broadcasters are referred to the Attorney General for criminal prosecution, Mr. Goldman said.

When complaints are made, Mr. Goldman added, FCC files them for review, and the complaints are taken into consideration when a station applies for renewal of its license. A series of complaints might show, he explained, that a station was not serving the best interests of the public. Out-and-out obscenity, for example, would result in cancellation of a station's license.

Asked by Mr. Harrison to describe FCC's activities in connection with television, Mr. Goldman said the authority of the Commission over TV is identical with its controls over radio. It has no authority to censor either radio or TV, he said, but pointed out that licensees are responsible for what they permit to be broadcast or telescast and that FCC has the power to revoke licenses.

Questioned concerning what FCC's attitude might be if the Pennsylvania State Board of Censors complained that a TV picture which had not been approved by the board, Mr. Goldman said he thought FCC might suggest that the board take the matter up with Pennsylvania's Attorney General for prosecution in a Pennsylvania court.

Among witnesses testifying at Monday sessions of the hearing were two network executives, William B. Lodge, vice president, and Joseph A. McDonald, vice president, secretary and general attorney for ABC.

Mr. Lodge described TV in layman's language, pointing out that video is unhindered by a state line and that the plaintiffs' stations (with the exception of WGAL) transmit signals beyond the borders of the state. He replied "no" to Mr. Harrison's questions: "Can service be restricted to Pennsylvania?" and "Can broadcasts outside be excluded from Pennsylvania?"

Mr. McDonald emphasized the tremendous effect enforcement of a ruling that films be submitted for censorship before showing would have on network operations. He said network operations not only would be impaired, but programs would have to be set farther in advance than is practical, acceptance by advertisers would be reduced, stations would not be able to produce satisfactory material quickly, and additional expense would be entailed. It takes time, he explained, to process and distribute films, and imposition of censorship would make servicing of a network's affiliates difficult.

Network Witnesses

Tuesday witnesses also included network representatives—Stanley Parlan, NBC director of film production; M. Roy Kelly, manager of NBC's kinescope division and assistant manager of the network's film division, and James L. Cadigan, director of TV for Allen B. DuMont Labs and former manager of Paramount Pictures film department. Other Tuesday witnesses were Dr. Leon Levy, WCAU WCAU-TV general manager; Roger Clipp, WFIL WFIL-TV general manager; Donald Stewart, general manager of WDVE; John U. Reiber, of J. Walter Thompson, New York, and Warner S. Shelly, vice president of N. W. Ayer & Son, Philadelphia.

To a query by Judge Kirkpatrick as to which category of film would be most interfered with if delayed five to seven days during the process of censorship, Mr. Parlan said every type of film comes in one or two days before a broadcast and must still be edited. There would always be the danger of not getting the film back in time for the broadcast.

Mr. Kelly pointed out that NBC has kinescope recording facilities in New York only and that 28 stations are taking NBC recordings. A two-week interval occurs between live broadcasts and recordings because of servicing and delivery. On sustaining programs, said Mr. Kelly, it would be (Continued on page 50)
KGO-TV DEBUTS  
With Bright Lights, Fanfare
DEBUT of KGO-TV, ABC's television outlet in San Francisco, was a gala event (Broadcasting, May 9). It was heralded by bright lights and fanfare in the best Hollywood tradition. But it also was heralded by solid journalistic fare and business leaders who see television as much more than a novel, attractive entertainment medium.

Political leaders throughout California sent congratulatory messages to KGO and ABC. Business and advertising executives commented on the unlimited possibilities of television in the economic life of a community. And religious leaders saw television as a powerful new medium for bringing religious teaching into American homes, for cementing family relationships and for bringing the peoples of the world closer together.

Televiowers and professional TV men alike agreed that the KGO-TV signal was one of the cleanest and brightest yet seen on the West Coast. The premier program was picked up throughout the evening on television screens as far away as Reno, Sacramento and Salinas.

**NTFC HEADS**

**Mitchell, Evans Named**

JOHN MITCHELL, sales manager of United Artists Television Films, and Ed Evans, director of film relations, WPIX (TV) New York, have been named to head National Television Film Council committees.

Mr. Mitchell is chairman of the group's distribution committee, replacing Myron Mills, television director of Equity Film Exchanges, who was named to go to Washington. Mr. Evans succeeds Gus Ober, former film director of WMAR-TV Baltimore, as station committee chairman. Mr. Ober has transferred to WMAR-FM. Mr. Mills and Mr. Ober remain members of their respective committees, and of the NTFC board of directors to which they were elected.

NTFC also announced plans to arrange a series of quarterly day-long forums, during which committee chairmen will conduct discussions in their respective fields. Burt Balaban, film director and NTFC vice president, will head committees and arrangements for the sessions.

The next monthly meeting of the council is scheduled for Thursday evening May 26 at New York's Brass Rail restaurant. A "prominent" speech is scheduled, as usual, and general business will be discussed. Meeting is open to public.

By BRUCE ROBERTSON

**ASCAP PARLIES**

**Licensing Agreement Meet Set**

By BRUCE ROBERTSON

REPRESENTATIVES of the TV networks and ASCAP will sit down together early this week, possibly today although that was not definite late last week, to try to work out licensing agreements covering the use of ASCAP music on network video programs.

Following the breakdown of negotiations between ASCAP and an NAB TV committee the previous week (Broadcasting, May 9), ASCAP last week sent memorandums to the TV networks—and subsequently to individual TV station operators—to negotiate independent licenses. The networks accepted promptly in an effort to find some means for the continued use of ASCAP music on their TV shows.

Members of the network negotiating committee:

Mark Woods, ABC president; Theodore C. Streibert, chairman of the board of Mutual; Charles R. Denny, NBC executive vice president; Joseph Ream, CBS executive vice president; Mortimer Loewi, director of DuMont Network.

Hope was expressed that some means will be found to secure either short-term contracts or, more probably, an extension of ASCAP's temporary license. Present license expires at midnight May 31.

However, TV broadcasters are necessarily preparing for the eventuality that a break may occur June 1. Networks are seeing to it that no program after May 17 uses ASCAP music if the program is to be kinescoped for delayed broadcast on stations not interconnected by coaxial cable or radio relay circuits for simultaneous telecast with the originating stations.

Reason for the early curtailment of this music on these programs is that kinescoped delayed broadcasts customarily are scheduled for two weeks after the live performance.

Breakdown of the NAB-ASCAP negotiations, which had been going on since February, was due to two primary causes, according to Robert P. Myers, NBC assistant general attorney and chairman of the NAB TV music committee.

First is the excessive cost which the proposed ASCAP terms would entail for TV broadcasters, which the present red ink state of TV operations would make extremely onerous for the video broadcasters. Mr. Myers said a quick estimate indicates that the failure of the ASCAP proposals to allow for TV dedicatory fee for the broadcast of a program, which involves ASCAP sound, would require the TV industry—networks and stations combined—to bear a total payment of 22 times that which the standard radio broadcasters would make for comparable gross billings.

Second cause of disagreement, he said, is the "special use" situation which requires the broadcaster to get special permission from ASCAP for a video performance of any ASCAP tune which involves the use of costume, scenery, dialogue or dance routines, for this example, and to pay a special fee for each special use of that nature. Although ASCAP has offered to set a maximum of 20% over its proposed blanket license fee for these special uses, and to permit them to be rebated later, without advance arrangements, Mr. Myers said that the NAB committee felt that it could not accept this principle of special licenses and special extra fees.

Situation Complicated

Explaining that the situation is extremely complicated, Mr. Myers pointed out that under ASCAP's agreement with its members, who have authorized the society to handle their TV rights until Dec. 31, 1950, not more than two numbers from a production (stage show or movie) can be used on any TV program. Furthermore, if one of those numbers is used under a station or network blanket license, ASCAP is unable to license the second number for special use. Such restrictions are just not practical operating procedure for video producers, he said.

Analyzing the ASCAP proposed blanket license proposal (see table), Mr. Myers noted that the differential between network and local station fees in ASCAP's sound broadcasting contracts is not included in the TV license. The individual station sound broadcasting blanket commercial license fee for ASCAP fees of 2% of time sales; the network license for 2%, whereas in TV 2% is the basis for both station and network licenses.

Furthermore, he noted, the ASCAP radio commercial licenses allow both the 15% agency commission, and the 15% sales expense, to be deducted from the gross sales in computing the music fees. But in TV, the station is allowed the second 15% deduction only if that sum is actually paid to its representative, and the network is not allowed it at all. That means extra

(Continued on page 48)

PROPOSED ASCAP TV BLANKET LICENSES

**LOCAL COMMERCIAL**

General Special

25% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) not in excess of 6% of gross.

25% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) not in excess of 6% of gross.

12 times the highest half-hour rate per year.

12 times the highest half-hour rate per year.

No additional fees. Covered by blanket commercial special license fees.

No additional fees. Covered by blanket commercial special license fees.

**NETWORK COMMERCIAL**

Clear and negotiate in advance fees which shall not exceed 20% of combined local commercial and sustaining fees; or a flat 20% of combined local commercial and sustaining fees—no negotiation in advance of program with report special uses after broadcast.

Clear and negotiate in advance fees which shall not exceed 20% of combined network commercial and sustaining fees.

12 times the highest half-hour rate per year.

12 times the highest half-hour rate per year.

No additional fees. Covered by blanket commercial special license fees.

No additional fees. Covered by blanket commercial special license fees.

*Note: Co-ops would be considered network programs.*

**PROPOSED ASCAP TV BLANKET LICENSES**

**LOCAL COMMERCIAL**

General Special

25% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) not in excess of 6% of gross.

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No additional fees. Covered by blanket commercial special license fees.

No additional fees. Covered by blanket commercial special license fees.

(Continued on page 48)

May 15, 1949 • Page 33
NBC BALKS Refuses to Recognize RTDG As TV Directors' Agent

NBC refused last week to recognize Radio and Television Directors Guild as the collective bargaining representative for the network's 38 television directors and associate directors in New York.

That was the upshot of a meeting Monday at NBC headquarters in New York. Following the session, RTDG called a meeting of the NBC television members last Wednesday. Decision was taken to throw the whole problem before the New York local's membership at a special meeting May 23.

Management took the position that television directors were part of management itself.

A network spokesman said the television director was different from an AM director—being an executive with more powers and control and having his jurisdiction under an enormous number of employees.

"We feel the television directors are not properly a group to bargain with," said the network spokesman. "It would be like management bargaining with management."

At the Monday meeting, which RTDG requested, the union members came prepared with proposals for a basic minimum agreement. These proposals were not presented before the management session, it was said.

In the proposals, it was learned, the union intended to ask for $200 weekly for directors and $150 weekly for associate directors and floor managers.

NABUG PROTEST Chicago Division Supported

PROTEST by the Chicago division of NABUG (National Assn. of Broadcasters, Unions and Guilds) over AT&T's curtailment of daytime television traffic on the west-coast coaxial cable has been supported by the national and New York councils of NABUG.

Those two councils sent a letter to FCC Chairman Wayne Cuy urging FCC remedial action in the matter. They charged the AT&T with "strangling of program originations in cities west of the Rockies and with reducing employment opportunities of NABUG members in Chicago."

A somewhat similar letter was sent to Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. The letter said the AT&T action was prompted "solely by the interests of monopoly control."

ABC-TV Adds One When (TV) Is New Affiliate

WHEN (TV) Syracuse has become an affiliate of ABC-TV, the network announced last week.

The station, which is also affiliated with CBS-TV and DuMont, is a metropolitan class outlet, operating on Channel 8, and is the Meredith-Syracuse Television Corp. Paul Adanti is manager.

Signing of the Syracuse station brings to 28 the number of ABC television affiliates. These added to ABC's owned and operated video stations, constitute a network of 35 stations, of which 22 are on the air.

Guy Heads TBA Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering, has been appointed chairman of the engineering committee of Television Broadcasters Assn., J. R. Popple, president, announced last Wednesday.

Mr. Guy succeeds J. Bingley, chief television engineer of the Bam-berger Broadcastting Service, committee chairman since 1944.

BALABAN VIEWS

"TELEVISION may turn out to be our companion rather than our antagonist," Barney Balaban, president of Paramount Pictures Inc., stated last week in firm's annual report. "I have already traveled as much as 50 years in the world of cinema, and I feel that the depression of television has so far handicapped the Picture business."

He said that "as a motion picture company we have pioneered in the development of television" and have developed "a system of large screen television which enables us to photograph the image from a television receiver and project it on a large screen within 40 seconds of the occurrence of the event which is portrayed."

The Paramount executive added that this is "a most interesting and important process and one which could be taken into account in considering the relationship between television and the motion picture theatre."

For the year ended Jan. 1 the company earned $24,357,102, compared with $31,440,776 for previous year. Part of the drop was accounted to revaluations by firm of common stock in hands of public, Paramount owns KTLA (TV) Hollywood and WKBW (TV) Chicago through subsidiary, and has 29% interest in Allen B. DuMont Labs, TV network operator, station owner and applicant in several cities.

Meanwhile, Harry Bros., has taken FCC to task for failure to act on its TV applications and has withdrawn its request for a new station in Chicago [BROADCASTING, May 9]. Warner also has reported it's giving up its plans to enter the field of television film production, a venture which might have involved some $50 million.

Warner would go through with last request pending at FCC if action is made before Aug. 1. Firm has contract effective to date to produce KLA-AM in Los Angeles and KYA San Francisco for $1,045,000 from Mrs. Dorothy Thackrey.

NRDC MEETING

Program Plans Announced

The 1949 convention of the National Retail Dry Goods Assn. will be held at Chicago's Hotel Stevens from June 26 through June 28. Preliminary program plans were announced last week.

Of particular interest to the television industry is the planned joint session on video, to be held June 28 during which techniques of use of the new medium for sales promotion will be discussed. Details on speakers and participants in the discussion will be revealed next week.

WESTINGHOUSE Home Radio Div., Sunbury, Pa., has announced twin TV console models with 10 or 12 inch screens. One model, $439.95; model H-225 (12 inch) retails for $449.95; model H-226 (10 inch) retails for $369.95.

Page 34  •  May 16, 1949
1st ON THE AIR IN SAN DIEGO!

On the Air — Monday, May 16th — 6 Days Weekly!
What an Eye-ful for California’s 3rd Great Market!
5,000 TV Receivers already Installed in the Area!
Operating 23 KW Effective Radiated Power with Antenna
750 Feet Above Average Terrain — This Means Nearly
700,000 Potential Satisfied Televiewers Are Yours With
San Diego’s Best-liked, Best Promoted Call Letters.
Wire, Phone or Write for Availables . . .
Fully Equipped with Facilities to Serve All Advertisers.

Owned and Managed by JACK GROSS
Operating KFMB, KFMB-FM, KFMB-TV San Diego, Calif.

Represented by
The Branham Co.
**TV AD MONEY**

**PROOF THAT most television advertising money is "new" money** added to advertising budgets is contained in an analysis of TV budgets made by Sidney N. Wagner, director of statistical analysis of Broadcast Music Inc. A survey of 184 TV advertisers indicated that 77.6% used "new" money in their television advertising and that 11.5% used money formerly invested in other media.

Of this 11.5% who said that they had used money formerly used in other media, about half (54.6%) said that this money came from radio budgets; 36.7% said it came from their newspaper budgets; and 9.5% indicated that it had come from magazine advertising accounts made by Sidney N. Wagner, director of statistical analysis of Broadcast Music Inc. A survey of 184 TV advertisers indicated that 77.6% used "new" money in their television advertising and that 11.5% used money formerly invested in other media.

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Most of It Is Added To Budgets—Wagner

Mr. Wagner asked the advertisers to indicate what percent of their total $184 advertising budget was now going into television. About half said their appropriation was less than 5% of their total budget, and 30% said less than 15% of their budget was being used for television advertising.

The average advertiser answering the questionnaire said his TV budget ran for five months in 1948, and 50% of those who answered said their total budget for the year was less than 5%. About one-third of all respondents said their TV budgets were less than $500 during the 1948 period.

Of the 184 replies, about 80% said they were entering the broadcasting-television field for the first time when they bought TV time.

Advertisers were asked why they used TV, and 17.5% said they used it as a sales tool. However, 27.7% said they were using it to gain experience with TV for future use, another 11.5% said it for its demonstrative ability. More than one-fourth (28.9%) used it for prestige and publicity.

Sixty-three percent of those who said they dropped TV in 1948 said they were satisfied with the appropriations. Another 21.5% had not yet decided whether to continue with their TV usage and 14.9% said they were through with TV advertising for the present time and were not contemplating 1949 expenditures.

Of those who said they would drop TV in 1949 about half (41.6%) said they were doing so because it was too expensive in relation to results. Another 19.1% said that the audience was too limited. Only 9.5% said that TV was not suitable to their product.

The survey also covered program choices and use of commercials by advertisers.

Joseph V. Noble, former production manager of De Frenes Film Studio, Philadelphia, has been named general manager of Murphy-Lilin Inc., New York, producers of television and industrial films. He will coordinate sales and production activities. Murphy-Lilin is responsible for most of the films Mr. Sharin completed a group of film concerts featuring Vienna Philharmonic Orchestra, which CBS-TV is handling. They brought back from Vienna a series of three-minute short starrings starring the Vienna Philharmonic.

**Coronet One-Reeler**

**Coronet Instructional Films, Chicago, is producing one-reel [10-15 minutes] at the rate of six monthly in both black and white and for sale to sponsors in a possible group of 50 to be telecast as a package on 25 stations.**

**Post for George**

George L. George, academy award winner for his film, "Toward Independence," will handle television trade news for The Screen Director, organ of The Screen Directors Guild. Mr. George is with Tele-Art Films Inc. Lloyd Durant, R.K.O.-Pathé Inc., who previously was reporting television trade news, will be in charge of committee and membership news. Guild President Jack Glenn, who supervised the publication, has set up an editorial committee to ensure its regular appearance even when key members are ill or away on location.

Film Report

For Smart Television Commercials

**Responsibility to Get Prices From Video Varieties Before You Order Films**

**Symbol of Video Varieties Corporation**

**Office** 41 E. 50th St. **Studios** 50 W. 57th St. **New York** **Murray Hill 8-1102**

Page 36 * May 16, 1949
WBAP-TV's
TELEVISION,
TEXAS
STYLE

MUSIC—"Flying X Ranchboys," Life photographer at right.

FASHION—"Fashion Reflections"

VARIETY—"Saturday Night Square Dance"

REMTES—"Texas League Baseball, Wrestling and others"

Drama—"TV Drama Workshop"

In the April 11 issue of Life Magazine, a three-page spread was devoted to WBAP-TV programming, which is as Texan as the Alamo. "Saturday Night Square Dance" and "Philco's Flying X Ranchboys," pictured above, were a part of this Life feature.

Of course, WBAP-TV programs include every phase of video entertainment. But most important of all—they are produced and styled by Texans who know what Texans like in television.

The Southwest's No. 1 television Market (Fort Worth-Dallas) is booming—9,200 sets as of May 1. A program built to fit your individual needs is available on WBAP-TV, the Southwest's first television station.

AM FM TV

ABC
570 Kc
3,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

FREE & PETERS, INC. National Representatives


May 16, 1949 • Page 37
### TABLE I

<table>
<thead>
<tr>
<th>month</th>
<th>Markets</th>
<th>Stations</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
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<td>22</td>
<td>25</td>
<td>59</td>
<td>578</td>
<td>291</td>
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<td>22</td>
<td>25</td>
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<td>291</td>
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### TABLE II

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**NOTE:** Advertisers who bought both network and spot time are counted twice in the total column. Network advertisers sponsoring more than one show in a given market are counted once in the "Network" column.

**Revised for first time in April.**

### TABLE III

<table>
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<th>Product Group</th>
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### SPONSORED TV TIME

*Nov, 1948 to April 1949*

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**APRIL FIGURES** are shown in three-way breakdown for local, spot and network purchases of time. Total hours of time for each month are shown in bar at bottom of chart.

**Page 38 • May 16, 1949**
More results on WMAR-TV in Maryland!

**TV Success Story**

**TELEVISION COMPANY OF MARYLAND**

115 W. Fayette St.

We firmly believe that the growth of the Television Company of Maryland has been materially assisted by the advertising we carry on WMAR-TV. The results have been amazing... as high as eight customers in one day as the result of a single spot carried on WMAR-TV is just one of our pleasant experiences. Television advertising has definitely sold television sets for us. We are very happy with WMAR-TV.

**MILTON RABOVSKY**

Advertising Placed By Dundon & Rosenbush 100 N. Eutaw St.

---

**TV Success Story**

**ARCHWAY MOTORS**

500 N. HILTON ST. at Edmondson Ave.

WMAR-TV has proven itself to be our most valuable advertising medium. Archway Motors started on WMAR-TV with spot announcements. The results obtained from those spot announcements prompted us to buy a 15-minute program once a week.

Again WMAR-TV paid off and effective April 18, 1949, Archway Motors will sponsor The Television Scoreboard 4 nights a week. WMAR-TV has earned our increased patronage because it has produced direct results for us.

**ARCHIE ABRAMSON**

Advertising Placed By Dundon & Rosenbush 100 N. Eutaw St.

---

**TV Success Story**

**PAUL'S JEWELERS & OPTICAL STORE**

3310 Eastern Ave.

We have been in business for thirty-five years and never during that period has any advertising that we have done attracted as much attention or caused as much comment as our television spots on WMAR-TV. Naturally, we are pleased with the results and will continue with WMAR-TV—in fact, on a more extensive basis than at present.

**J. M. PAUL**

Advertising Placed By MAHOOLE ADVERTISING INC. 12 East Lexington St.

---

These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

**THE KATZ AGENCY, INC.**

NEW YORK DETROIT KANSAS CITY SAN FRANCISCO

CHICAGO ATLANTA DALLAS LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

May 16, 1949 • Page 39
If you’re peering into your sales picture in Kentucky, and eyeing towns like Ogle (Ky.), then Mister, we suggest more than an oculist — we suggest a Census Specialist. Our State’s scattered towns don’t have the people or the dough to cure astigmatism of the sales curve!

At WAVE, we focus perfectly on the Louisville Trading Area. This 27-county area is a real eyeful — has a Net Effective Buying Income of over a billion dollars, and a standard of living 45% higher than the rest of the State. And all of it within WAVE’s primary purview!

So why not stop squinting, and let us give you 20-20 vision?
PRESENT "need to be sensible and cautious about swallowing—hook, line and sinker—all the television research findings now being cast about," was urged by Dr. Sidney Roslow, director, The Pulse Inc. Warning was given in a talk on TV ownership and viewing habits May 2 at a radio luncheon of the New York chapter of American Marketing Assn.

Citing numerous studies showing that television is taking listeners away from radio, moviegoers away from motion picture houses and readers away from books, magazines and newspapers, Dr. Roslow noted that "it is hard to accept a result which shows habits ardently built up over one's years change so quickly and so easily with the advent of a new device into the home."

The trouble, he said, is not with the research findings, but with their use. "These findings should be interpreted on a descriptive level," he emphasized.

Discussing the growth of set ownership, Dr. Roslow reported that Pulse surveys of the New York metropolitan area (10 counties) show an increase of TV ownership from 1.4% of families in January 1948 to 14% in April 1949, a ten-fold increase. In the Philadelphia area (eight counties), where the Pulse began surveying television last September, the increase is from 0.1% that month to 13% in April of this year, roughly double. Chicago (four counties) TV families has risen from 2.2% last December to 7.2% in April, a three-fold increase.

Dr. Roslow also stressed the need for caution in using reports of relative program popularity to determine which types are gaining and which are losing in popularity. He said a "comparison of the average rating for different types of programs in New York superficially leads to the conclusion that sports programs are down," noting that the average sports rating was 15.7 for the year 1948 but only 11.9 for the month of December. "But," he pointed out, "the nature of sports has changed. In the summer months there was baseball—daytime. Not so in December.

"As a matter of fact," he continued, "All types have lower average ratings except the comedy—variety type. Most types are down on the average because the expansion of the telecasting day has meant that some programs are now being telecast during the less popular daytime hours when the available audience is smaller."

ROSS D. SIRAGUSA (r), Admiral Corp. president, congratulates his brother Dom, president of Molded Products Corp., Chicago, for designing mold and adapting a 2,000-ton munitions press to turn out what is claimed to be world's largest single plastic piece—35 pounds. It houses Admiral's new 24-tube TV console with 10-inch picture screen. Price of set is $249.95.

**HOLLYWOOD**

**GETS WARNING ON TV GROWTH**

"UNLESS we move fast, Hollywood will become a whistle stop at the end of the coaxial cable," Harry Lubke, president of the Academy of Television Arts and Sciences, told the Hollywood Advertising Club, May 2.

He said that ATAS had dedicated itself to the proposition that Hollywood should be "the television capital of the world." In support of this claim, he said that nowhere else in the world could be found such "an extensive and ready-made fund of performance, skills and properties." He pointed out that 1,015,150 individual costumes are on hand in 18 Hollywood property and costume houses, and that several of Hollywood's 35 film processing laboratories work night and day.

Television film will not be the birthright of Hollywood, Mr. Lubke said. Already other cities are showing growth in this direction, he added.
Based on 63% U.S. Radio homes with audience size
data projected to total U.S.
This year your customers have had unlimited access to advertising media—*all media have been free to find their own level*. Newspapers and magazines get all the paper they want. Television has grown apace. New radio stations have sprouted everywhere.

In this “free market” for media, the cold facts show that today more people are listening longer to network radio — and advertisers are reaching them at lower costs!

**Network radio audiences are larger:** 3,800,000 families for the average network broadcast in 1949 — 12% *more* than in 1947.

*And they cost less:* $1.78 per thousand families for the average network broadcast in 1949 — 6% *less* than in 1947.

**The basic point in network advertising**

And this is the year when CBS leads all other networks by every significant count: in *largest* audiences and highest *average* audiences (as measured by both Nielsen and Hooper), and in facility strength too!

In all network radio, CBS ranks first today in audiences delivered at lowest cost to advertisers.

**CBS today delivers an average audience of 4,251,000 families to its advertisers — 17% more* than in 1947.**

*And at a cost to its advertisers of $1.67 per thousand families — 16% lower than in 1947 and the lowest cost of all networks.***

The basic point for the careful advertiser is clear: make network radio your first choice in media ...

And CBS your first choice in radio.

...*largest audiences at lowest cost*
Editorial

TV’ll Get By—With BMI

TV is having ASCAP trouble. With TV wallowing in red ink, ASCAP has demanded confiscatory fees, along with the reservation of special rights in the hands of copyright owners that would make clearance ridiculously complicated if not impossible. This TV finds itself confronted with the same sort of impasse that plagued sound radio in its earlier days. Music was the life blood of radio, but radio made music, as attested by ASCAP’s record-breaking melons year after year, and with 75% of it emanating from radio. But TV, even if the June 1 deadline passes without an ASCAP accord, won’t be confronted with constant repetition of public domain music as was sound radio eight years ago last January, when ASCAP summarily withdrew its music from the air. Broadcast Music Inc. came into being as wholly-owned subsidiary of BMI. BMI flourishes today. Its music is available to TV.

Perhaps there’s more than meets the eye in the unconscious demands of ASCAP. Some 55 to 60% of ASCAP’s repertoire is controlled by the big four motion picture producers, all of whom would be prohibitive to TV rates. Are they anxious to have TV thrive before there is a federal station licensing policy applicable to the motion picture field?

ASCAP, we eventually recognize that it can’t stop progress. And TV, to paraphrase a tune title of another year: Will get by as long as it has BMI.

News Worthy

RADIO NEWS has a birthday this Friday. On May 20 ten years will have elapsed since the radio reporter was given news-gathering privileges on a parity with the press in Congress. The House Radio Gallery then was established, thanks to the indefatigable efforts of former Rep. John J. Dempsey of New Mexico and Fulton Lewis Jr., along with others on the radio firing line.

There followed a rapid succession creation of the Senate Radio Gallery, as well as recognition of both radio correspondents in all Washington news quarters.

Though much has been accomplished, much more remains to be done in the interest of freedom of information by radio. The right to editorialize on the air, nominally denied radio in the left-handed Mayflower decision of eight years ago, is about to be re-established with an FCC mandate that “fairness” be the yardstick.

It was a year—June 21, 1948—

that we reported the seven-man FCC, in five separate concurrence opinions had decided to lift the ill-conceived Mayflower doctrine. That opinion, rewritten, revamped and recast, shortly will spring from the FCC’s bosom.

Then there’s the protection of the radio reporter’s news sources. Only two states, Arkansas and Indiana, now have laws which sustain the right of the radio newsman to keep it. Wisconsin has it under the new constitution.

Art Stringer, NAB staff director, has made his passion for news source anonymity a nationwide project. He has had the unyielding support of Acting Chairman Rowel H. Hyde. The regular order of business, it is to be assumed, will be pursued, because a quorum can perform the functions of the full board. The TV frees and standards, the clear channel issue, the ban on editorializing, the rules on whether giveaways are lotteries, and the question of the right of networks to represent their affiliates in national spot sales—all await action. We confidently expect Chairman Hyde to keep the regulatory mill grinding oblivious of the absence of two members.

Who can tell? The Congress might discover that the FCC functions more efficiently and speedily with five members than with seven! the 11 states where laws cover either or both radio and newspaper reporters. The results are varied but they indicate that many states with adequate laws show a tendency, whenever a court interpretation is called for, to circumvent the privileges these laws were written to provide.

On one point there seems to be no argument: The confidence statutes should be extended to cover all newsmen whether they report for radio or print. Senator Mitchell and Mr. Stringer deserve the resolute support of newsmen everywhere in guaranteeing that freedom of information means freedom of access to news in the tradition contemplated in the First Amendment.

The Common Code

THIS THURSDAY is an important day for radio. But there will be no verbal bombs bursting in air, no oratory tinged with acrimony, no station class against class.

This Thursday the Standards of Practice for American Broadcasters becomes fully effective. It is radio’s voluntary code for self-regulation. There will be no fireworks—because those occurred two years ago at the Atlantic City convention of the NAB and just a year ago when the code was adopted at Los Angeles.

The net result will be more harmonious relations. There will be as long as there are clients who seek to cut corners and broadcasters who will yield in their zeal for hard-fought business. But the vast majority of stations will adhere to its letter, and will wear down the ardor of the cut-raters.

The triumph is that broadcasters now have charted for themselves a course of business ethics or all to see. Stated simply, it is an attempt to be an articulate, an educator, a public servant, an entertainer, a preacher, a relief worker. It is also a business. The code puts it on a business basis.

Paris in the Spring

MANY a radio and legislative eyebrow has lifted since the disclosure that the FCC, chronic complainer about being over-worked and under-compensated, presents most of this summer sans its chairman and vice chairman, its general counsel, and a dozen other staffers. They have embarked, (except for the general counsel who follows later) for the International Telephone and Telegraph Conference in Paris for an expected minimum two-month run.

We suspect, now, that the Queen Elizabeth is en route, that there will be new blasts from the Capitol about the FCC’s derelictions and lethargy in deciding cases. It’s true that the FCC is woefully behind (we don’t recall the time it was ever caught up). We wonder too whether the letter, so important and important to warrant the presence of two of the seven commissioners, let alone the staff. The FCC will still have five men at home. Direction of the Commission fails in the capable hands of Acting Chairman Rowel H. Hyde. The regular order of business, it is to be assumed, will be pursued, because a quorum can perform the functions of the full board. The TV frees and standards, the clear channel issue, the ban on editorializing, the rules on whether giveaways are lotteries, and the question of the right of networks to represent their affiliates in national spot sales—all await action. We confidently expect Chairman Hyde to keep the regulatory mill grinding oblivious of the absence of two members.

Who can tell? The Congress might discover that the FCC functions more efficiently and speedily with five members than with seven! (Continued on page 71)

Our Respects To

GUSTAV BERNHARD MARGRAF

ON THE sixth floor of the elegant NBC headquarters in New York there is a desk which definitely is not in the pattern of some executive traditions.

Instead of being cleared of paper and debris, it has the clutter of a Dickensian lawyer’s desk. It looks as though an enormous amount of brain sweat were being poured over it.

It is the desk of Gustav Bernhard Margraf, and the condition of the desk is not a “front.” Work is really being turned out there.

The high frequency cerebrations emanating from that quarter go far in explaining how it was that Gus Margraf became vice president of NBC and general attorney and head of its legal department at the age of 35.

His story follows the classic Alger formula of work winning its own reward—with only one deviation. He’s got the reward and is still working.

In fact, at the end of the day’s work, he sweeps some of the litter off the desk, slips it into a brief case, and commutes with it back to the NBC colony in Rye, N. Y., where he lives with his wife and three children. Work has become a hobby with him.

Last July he became the youngest man to head a network legal department, succeeding Charles R. Denny, another young man who moved up to be NBC executive vice president.

Behind him was a road that led back through law practice in Washington and New York, through working his way in college and school, and ultimately back to Cape Girardeau, Mo., his birthplace.

He was born on May 14, 1916, the son of William A. and Mary Ruth Margraf. His father had worked on the Frisco (St. Louis and San Francisco) Railroad. With six young mouths to feed in the family before Gustav arrived, it was clear that any place the latest newcomer attained would be strictly under his own power.

After school and college he had numerous jobs, among them tooting a trumpet in dance bands, selling vacuum cleaners, announcing at KFPS Cape Girardeau, and working at various jobs on the local newspaper. His present associates doubtless would be surprised to learn that one Christmas he was the KFPS Santa Claus, a role he played at a time he weighed in at 190 pounds. At present, he tops 200 and stands 5 feet, 10¼ inches.

Despite numerous side interests, all of which were stimulated by the economic realities that confront a large family, Mr. Margraf had a top school record—which kept getting better.

(Continued on page 71)

BROADCASTING  •  Telecasting

Page 44  •  May 16, 1949
Hi Neighbors! Here's Hello and Thank You from the KOIN KLOCKERS!

WITH THESE CHEERY WORDS, Bob Henderson that lovable, unpredictable M.C. with the KOIN KLOCKERS starts the day off for the vast Oregon Country! Since 1930, 19 long years ago, the KOIN KLOCK has been the "getter upper" for the thousands of early risers who tune in each week Monday through Saturday at 6:15 a.m. for an hour of music and fun interspersed with serious bits of information on civic and social enterprises. A grand audience and a grand market for the advertiser who wishes to reach the families of Oregon and Southwest Washington.

KOIN KLOCK's daily musical numbers are from written requests. In 1948 they received 12,520 such requests...an average of 40 per day from this loyal audience. And during January 2 to January 30th of this same year they pulled 6,270 additional letters containing $8542.05 for the Infantile Paralysis Drive...more than the total amount of all the Portland Radio Stations combined! What a program...what a market for your advertising! For additional information contact KOIN or Avery-Knodel Inc., National Representatives.
Disk Recorder
For Lip Synchronous
Standard and Microgroove
Recording

FAIRCHILD STUDIO RECORDER, UNIT 523

- Continuous variation of pitch from 80 to over 500 lines per inch.
- Instant variation of pitch with only feed screw and the Fairchild precision selector.
- Ability to change pitch while in operation increases dynamic range.
- Velvet smooth direct to center turntable gear drive eliminates slippage, musical pitch change and insures positive timing of program material.
- Absolute synchronism for use with sound on film dubbing.
- Visible armature in the Fairchild cut-thread permits easy and accurate alignment for high recording level—without distortion.
- Laboratory quality microscope with adjustable light for visual examination of the groove side walls.
- Vernier control of depth and angle of cut—adjustable during recording.
- Precision recording—simplified operation.

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICROGROOVE pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit—FAIRCHILD.

The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

Management

ROGER W. UNDERHILL has been appointed acting general manager of WICO(TV) Erie, Pa. He has been with station since its opening on March 15. Mr. Underhill replaces LAYMAN W. CAMERON.

GEORGE T. CASE, for past two months program director of WNAO and WNAO-FM Raleigh, N.C., has been appointed general manager. He replaces DUDLEY TICHENDORF who resigned to join nation's staff of WWL New Orleans [BROADCASTING, May 9]. Mr. Case has been in radio as an executive for nearly 21 years. He has served as assistant manager of WRAL Raleigh, which he helped to install in 1939, and with CBS as assistant program director and production manager. Prior to joining WNAO he opened Broadcasting & Television Institute in Raleigh.

ED LOVELACE, former general manager of KOJY Havre, Mont., has joined KTBI Tacoma, Wash., as general manager. MILO J. PETERSEN, formerly sales manager of KOPE Butte, Mont., has been named general manager of KCEM Boise, Idaho. He succeeds RAY FADEL, who has been appointed station manager of KUTA Salt Lake City, Utah.

KEN PALMER, program director of KFDM Fampa, Tex., since 1947, has been appointed manager. He succeeds JOHN MICHEL, who resigned to become manager of KTRY Bountiful, La. D. W. THORNBURGH, CBS Western Division vice president, was one of 10 former Indiana residents honored May 12 at Indiana Foundation's Homecoming Banquet in Los Angeles. He was honored for contributions to "Americanism in Radio.

PAUL R. BARTLET, general and commercial manager of KFRE Fresno, Calif., is recovering following an emergency appendectomy last Monday (May 9).

MRS. LLOYD E. YODER, wife of KOA Denver general manager, and known professionally as Betty Marine, violinist, is in St. Joseph Hospital, that city, recovering from a coronary attack. She will be confined to hospital for several weeks, KOA reports.

Fire Prevention
WOWO Honored; Others Cited
WOWO Fort Wayne, Ind., was awarded the gold medal for outstanding public service in fire prevention and five other stations received honorable mention citations from the National Board of Fire Underwriters last Friday.

Stations selected for honorable mention were: WEBS Buffalo; KNBC San Francisco; KELO Sioux Falls, S. D.; KOGT Orange, Tex., and WNEW New York.

The WOWO award was made on the basis of the stations farm safety, home safety, holiday safety and accident prevention campaigns, and its comprehensive coverage of Fire Prevention Week.

The other stations scheduled special programs of various types, while WNEW recorded musical fire prevention jingles which it made available to nearly 1,000 stations throughout the country.

ABE BURROWS
Signs Contract With CBS

ABE BURROWS, who last Monday signed a seven year pact with CBS, will inaugurate a half-hour "Famous Show" sometime early in July. Program will be broadcast and telecast simultaneously. Mr. Burrows' contract covers his services for AM and TV as performer, writer and producer.

The song satirist arrived in New York from the West Coast on Tuesday to confer with Hubbell Robin-son Jr., CBS vice president and di-rector of programs, and Robert Heller, executive producer. Mr. Burrows also is slated to serve as a regular panel member of the new fall series This Is Broadway series (CBS, 9:30-10:30 p.m.), which started last Wednesday.

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Page 46 - May 16, 1949
VIDEO RECEPTION

Long Distances Reported

REPORTS of long-distance television reception [Broadcasting, May 2] were growing last week, and FCC engineering authorities predicted they would increase until some time in July and then begin to decline.

It's all a sign of the "sporadic E" phenomenon, they explained, feeling there is no cause for alarm as to the effects these signal "bounces" may have in the future when more stations are operating.

Past tests conducted by the Commission indicate that these examples of long-distance transmissions, for the most part attributed to reflections of the signal off the "E" layer, generally begin around May and hit their peak in July. Then they begin to taper off. From September on through the winter there is little Sporadic E activity, though a "small" secondary peak appears in December, technicians said.

In television, it's worse in the low end of the present VHF band. In fact, FCC authorities said they knew of no cases involving stations operating above Channel 6 (89-88 mc). They noted that it was largely because of such characteristics of frequencies in this region that FM was moved up to the band above 88 mc.

Reception of KLEE-TV Houston telecasts has been reported at several points around 3,000 miles away—at State College, Pa.; at Detroit, and at Lancaster, Pa. Phoenix resident wrote KSD-TV St. Louis saying he had tuned in a telecast of the Post-Di[ Dispatch] station, 1,500 miles away. Set-owners in Nashville, Tenn. reportedly have received programs from stations in Louisville, Memphis, and Nashville, which range from 175 to 225 miles away.

KPIX (TV) San Francisco reported a wire from a televisioner in Throckmorton, Tex., 1,400 miles away, saying the visual test pattern was received clearly.

WORL CASE

U. S. Supreme Court Hears Brief Summary Argument

The BRIEF summary argument was held before the U. S. Supreme Court to its appeal of the WORL Boston case case with FCC making no reference to this region that FM was moved up to the band above 88 mc.

FCC, arguing through U. S. Solicitor General Philip B. Perlman, requested SCOTUS to overrule the decision of the Court of Appeals which had reversed FCC's decision to deny license renewal to WORL on grounds of ownership concealment. WORL was represented by Walter M. Bastian, special Washington counsel.

Meanwhile, FCC argued last Tuesday in the Court of Appeals in defense of its television grant to May Broadcasting Co. (KMA-Shenandoah, Iowa) at Omaha, Neb., for KMA-TV [Broadcasting, May 17, 1948]. Appeal of the grant was made by KFAB Omaha which had petitioned FCC unsuccessfully for reconsideration.

In the WORL case before the highest court, FCC argued that the Court of Appeals had failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case. WORL contended, however, that the facts of the local proceeding were different. The FCC's brief urged SCOTUS to more closely supervise the Court of Appeals in view of the latter's strategic role. The Commission charged the Court of Appeals with handling authority delegated to FCC by Congress.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations (see story page 27) and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL is assigned 1 kw day on 950 kc.

May 16, 1949 • Page 47
ASCAP Parleys
(Continued from page 53)

music costs for the networks on all
their billings and to the stations
for all sales made by their own
salesmen. Another complaint on
the network side is that the TV
terms allow deductions for net-
working costs only up to 5% of
gross sales, which Mr. Myers
pointed out would just about cover
the cost of audio connections with-
out touching the $35-a-mile-a-
month charges for video connec-
tions.

Mr. Myers reported that the
NAB committee asked for a 25-
percent allowance for interconnection costs,
an overall 15 percent sales cost deduction,
the elimination of special fees and the
retention of the radio license
differential between station and
network fees. The broadcasters' committee also asked for a
substantial blanket discount to cover
the period of the initial short-term
contract, which probably would not
run beyond the end of June 1950,
in view of their present net losses on
their video operations. ASCAP
rejected this proposal as the broad-
casters had rejected its proposed
terms.

Ready To Pay

In essence, Mr. Myers said, the
TV broadcasters are willing to
start paying ASCAP for the use of its music at this time, but they
want the fees set immediately with
consideration of their present finan-
cial situation and they believe it is
too early to set a final pattern for
future licenses. ASCAP, on the
contrary, holds that whatever li-
censing arrangement is agreed to
now will set the precedent for all
subsequent licenses and that now is
the time to establish a pattern.

When a stalemate in negotiations
had been reached, ASCAP proposed
that the matter be arbitrated, with an
ASCAP and a NAB representa-
tive getting together with a third
party, to be appointed by Attorney
General Tom Clark, and both sides
agreeing to abide by the decision
of this tripartite committee.

The NAB committee replied
that it was forced to reject the proposal
to arbitrate as it had no power to
bind the stations to any contract,
but had authority only to attempt
to work out a licensing arrange-
ment which would be submitted to the
individual TV broadcasters for
their acceptance or rejection. The
NAB group also stated that if the
two committees whose members are
thoroughly familiar with the prob-
lems had been unable to reach an
agreement, it would be futile to
hope for an uninformed third party
to achieve any better success.

This week is the critical time,
Mr. Myers declared. His com-
mittee, he said, would be kept fully
informed of the day-to-day progress
made by the network committee and
ASCAP, and will be ready to re-
sume their negotiations should that
seem advisable at any time.

Even if these new negotiations
fail to prevent a break the end of
May, that will not necessarily rule
all ASCAP music for TV, he added,
as the publishers and writers who
belong to ASCAP have the right to
license the use of their music on
an individual basis.

HORTON PROMOTED
CBS-TV Asst. Sales Manager

KINGSLEY F. HORTON, former
account executive in the CBS-TV
sales department, has been pro-
moted to the newly
created position
of assistant general sales
manager of CBS
television.

Mr. Horton
began his radio ca-
erie in 1931 at
WFLB, Syracuse. In
1936 he joined
CBS Radio Sales
in New York and two years later
moved to WEAT, Boston, a CBS
station, serving variously as as-
sist
ant manager and director of pro-
grams and sales. He was trans-
ferred to the network's television
sales staff in New York in August
1948.

George J. Arkedis, former
account executive in the New York
office of CBS Television Sales, has
been appointed western sales man-
ger for CBS-TV and will make his
headquarters in Chicago.

The appointment is effective
June 1. Mr. Arkedis has been on
the CBS-TV staff since September
1948. Before that he was an
account executive of WCBS New
York, the network's key station.
Prior to service in the Navy as a
lieutenant commander, he was with
Pielser & Ryan and with Joseph
Hersey McEvily.

Gillette To Sponsor

JERSEY STAKES RACE in Gar-
den State Park, Camden, N. J.,
will be broadcast and telecast si-
nultaneously by ABC. Gillette
Safety Razor Co., through Maxon
Inc., New York, will sponsor presen-
tation of the event over the full
250-station ABC network and the
ABC-TV eastern network.

Video pick-up will be made by
WFL-TV Philadelphia, ABC
network affiliate; and WMUR-TV
Boston, WRB TV, will feed it to
WJZ-TV New York, WAAAM (TV)
Baltimore, WNAC-TV Boston, WRGB
(TV) Schenec-
day, WMAT-TV Washington and
WNHC-TV New Haven.

WEWS Gets License

WEWS, Cleveland television
station owned and operated by
Scripps-Howard, May 9 became
the nation's ninth licensed TV out-
let. Six of the eight other video sta-
tions holding FCC licenses indi-
cating they have submitted satisfac-
tory "proof of performance"
were licensed before the war,
according to WEWS.

Page 48 • May 16, 1949
High-Fidelity Playback

with your present turntables—
by adding this Universal Pick-up Kit

NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having adjustable weight and adjustable vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA's 90-Day "Spot" Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it's available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19EC, RCA Engineering Products, Camden, New Jersey.

*Prices do not apply outside the continental U.S.A.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
impossible to extend the two-week period because of the currency of events, and on commercials "you can't delay longer than two weeks because of the musicians' union." Mr. Harrison asked Mr. Cadigan what the economic effect of TV censorship would be. "It would double or triple production staffs to process the work ahead," Mr. Cadigan replied, explaining that in motion pictures the prints are available from four to six weeks in advance for submission to censor boards but in television "you come up one hour before a program."

Dr. Levy's comments on the probable effects of TV censorship were substantially this: Income would be jeopardized. Advertising agencies, especially those placing national advertising, would be discouraged. Television stations, competing with newspapers and magazines, would suffer because TV programs are readied in days or hours and TV (without censorship) can offer advantages other media cannot.

Mr. Clipp also commented on the probable economic effect of TV censorship. He said it would delay advance scheduling of programs, increase costs and interfere with the procurement of business. Mr. Stewart, too, said the state would be imposing an added burden of expense on television stations if it enforced the censorship regulation.

If it becomes necessary to submit films for censorship, "then we will try to do without them for advertising purposes," said Mr. Reber, speaking as an advertising agency representative. "Where it would be impossible to present a particular subject or show it without film, then the inevitable would be to give up the program completely. We would attempt to substitute live programs where possible."

Mr. Shelly, pointing out that television already is an extremely expensive medium for advertising, said that censorship costs would be one more obstacle to deter TV.

The Pennsylvania Board of Censors comprises three members, Mrs. Carroll, John Clyde Fisher and Beatrice Z. Miller, two assistant censors whose decisions the board accepts and 18 employees. The board's principal office is in Philadelphia. Other offices are in Pittsburgh and Harrisburg.

Sponsor Crackers

PHILCO Corp., Philadelphia, and J. C. Brown Distributing Co. have signed to sponsor all Atlanta Crackers' home baseball games this season on WSB-TV Atlanta, J. Leonard Reinsch, manager-director of Cox radio and TV operations, announced. Play-by-play commentary will be handled by Thad Horton, WSB-TV sports director.

TRIBUTE TO WALLACE WHITE

Dinner Tendered by Justin Miller

INDUSTRY tribute to Wallace H. White Jr., who retired last January as Republican Senator from Maine, at a dinner tendered by NAB President Justin Miller. Persons prominent in public and business life joined in paying respect to the former Representative leader and chairman of the Senate Committee on Interstate & Foreign Commerce.

Letters and telegrams from many prominent persons were read at the dinner, held in the Burgundy Room of the Wardman Park Hotel, Washington. They lauded Sen. White's career of public service and his achievements in the field of communications.

A plaque was presented Sen. White in recognition of his public career. Inscribed on the plaque was this message:


Sen. White, age 71, is a graduate of Bowdoin College; member of the Maine and District of Columbia bar; was first elected to the House in 1917 and each session until 1930 when he was elected Senator. He has attended many of the important international communications conferences and holds honorary degrees from Bowdoin College and Bates College. At present he is dividing his time between Maine and Washington.

The guest list for the dinner included:

Sen. and Mrs. Pat McCarran; Sen. and Mrs. John J. King; Rep. and Mrs. Carl Hinshaw; Sen. and Mrs. Howard F. O'Mahoney; Sen. and Mrs. Edwin C. Johnson; Sen. and Mrs. Robert A. Taft; Sen. and Mrs. Alexander Wiley; Sen. and Mrs. Owen Brewster; Sen. and Mrs. Homer Ferguson; Sen. and Mrs. Eugene Hickenlooper; Sen. Clyde R. Hoey; Sen. Leverett Saltonstall; Sen. and Mrs. John W. Bricker; Sen. Margaret Chase Smith.


The Assistant Secretary of State and Mrs. Lincoln O'Brien; Mrs. John H. Reinsch; Maj. General O'Hara; Gen. Curtis; Maj. General Shelly; Frank S. Fagg; Rep. and Mrs. Howard Y. Smith; Rep. and Mrs. Victor L. Hagen; Rep. and Mrs. James A. Morris; Judge and Mrs. David A. Mason; Gov. and Mrs. Woodrow Wilson, Jr.; Mr. and Mrs. McCuirre. Honorable Nellie Taylor Roundfield.

Mr. and Mrs. John Davies Jr.; Mrs. Martin Pickem; Dr. and Mrs. Paul Porter; Dr. and Mrs. Charles M. vonBriemen; Rep. and Mrs. H. Lawrence Fly; Mr. and Mrs. Guilford Jones; Rep. and Mrs. Frank White; Mr. and Mrs. Joseph Ream; Mr. and Mrs. Sharpe; Mr. and Mrs. Joseph McDonald.

Mr. and Mrs. Karl Gammons; Mr. Louis Caldwell; Mr. and Mrs. William Henry; Mr. and Mrs. Albert Warner; Mrs. Montfort Moodie; Hon. Robert Lincoln O'Brien; Mr. and Mrs. Herman Lowe; Mr. and Mrs. Art King; Mr. and Mrs. Martin Codel; Mr. and Mrs. Norman Glenn; Mr. and Mrs. B. J. Galagher.

Comm. T. A. M. Craven; Mrs. John H. Dewitt; Mrs. William Preston; Mr. and Mrs. Clair R. McCullough; Mr. and Mrs. J. D. Shively; Mr. and Mrs. Frank Fletcher; Mr. H. W. Slavick; Mr. Robert D. Brander; Mr. Kenyon Brown; Mr. G. Richard Shaffer; Mr. and Mrs. Everett Dillard; Mr. Calvin J. Smith; Mr. Glenn Shaw.

Dr. and Mrs. J. B. Matthews; Mr. and Mrs. Henry H. Saperstein; Mr. and Mrs. Mrs. E. B. Arney Jr.; Mr. and Mrs. Forrest A. Rankin; Mr. and Mrs. Don E. Petty; Mr. and Mrs. Robert W. Richards; Mr. and Mrs. Richard Doherty; Mr. and Mrs. John M. Mitchell; Dr. and Mrs. Kenneth Baker; Mr. and Mrs. Royal V. Hовe; Mr. and Mrs. Harold Fair; Mr. and Mrs. Arthur Stringer; Miss Pat Griffin; Miss Helen Fruth.

CBS Radio Sales

East TV Sales Staff Set Up

SEPARATE television sales staffs have been formed in the eastern office of Radio Sales, the station representative organization of CBS, Carl J. Burdkall, general sales manager, announced Wednesday.

Radio Sales acts as exclusive national representative for WCBS-TV New York, the network's owned and operated station. Two account executives have been added to the television sales staff of Radio Sales. They are Maxwell Z. Stein, former advertising director of the New York Post, and Sam Cook Digges, former salesman for WMAL and WMAL-TV Washington. Mr. Stein will service retail accounts and Mr. Digges will work with national spot accounts.

CBS-TV Affiliate

WAFM-TV Birmingham Joins

WAFM-TV Birmingham, video outlet of WAPI Birmingham, becomes a full primary affiliate of CBS-TV early in October, bringing to 29 the network's total number of affiliates.

WAFM-TV, assigned Channel 13, is owned and operated by the Voice of Alabama Inc. Thad Holt, WAFM general manager, is president and general manager of WAFM-TV.


We are Happy to Announce the Appointment of Headley-Red Co.
as national representatives of WTOD
Toledo, Ohio
Edward Lamb, Owner

WICU (TV) Erie, Penn.
also represented by Headley-Red Co.
Capital Performance

in the Tennessee capitol—
WMAK at Nashville

- Latest addition to the distinguished group of stations serving the important 51-county Nashville trading area, 5000-watt WMAK supplies central Tennessee with Mutual Broadcasting System fare. Six miles northwest of the city stand WMAK's five new Truscon Self-Supporting Steel Radio Towers, each 210 feet high.
While extreme height is not necessary to achieve the required signal strength, this group demonstrates one outstanding characteristic of all Truscon Radio Towers—each is designed and erected to fit the purely local conditions under which it must operate. Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.
Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guayed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
U.S. Proposal Reportedly Approved in Committee

U.S. PROPOSAL on use of 540 kc for broadcasting has been approved without conflict in committee, according to observers at the joint International Telecommunications Union Region 2 and Fourth Inter-American Radio Conference now in session in Washington.

The U.S. proposal urges conformity with the 640 kc provisions of the Atlantic City Convention whereby stations would have to protect from “harmful interference” those services in adjacent sub-frequency bands, especially the 500 kc distress channel. Also, 540 kc stations would be entitled to like protection from the adjacent services.

Within the continental U.S., the government would limit use of 540 kc to not more than 1 kw and forbid its use altogether within 25 miles of some 324 specified government installations [BROADCASTING, Feb. 28]. Details of implementing the use of 540 kc allocation, if approved, is left to the Radio Legislation

RADIO legislation, scheduled for consideration last week by a House Interstate & Foreign Commerce subcommittee, will be taken up in more detail at an executive meeting sometime this week, according to Rep. George Sadowski (D-Mich.). Rep. Sadowski is acting chairman of the FCC-FTC-SEC subcommittee formed to deal with radio matters. He said the subcommittee last week, for the first time, touched only lightly on “more controversial” legislation, including radio. Group is currently tied up with bills having Administration priority, he said.

draft of the U.S. proposal to make the terms more specific.

The U.S. also has suggested to the conference the establishment of an Inter-American Monitoring Committee to encourage the establishment and improvement of monitoring systems and to furnish technical assistance and information. Another suggestion is for standardization of the qualifications of radio operators, technicians and engineers. Special university courses and establishment of minimum standards of knowledge and skill are urged.

Other recommendations include exchange of programs and experimentation in tropical countries with high frequency FM to overcome propagation and interference obstacles now limiting broadcasting.

SENATE BILL

More Power for FCC Asked

AN EXPANSION of the scope of the pending bill (S-1626) to give FCC authority to issue cease-and-desist orders [BROADCASTING, April 26] was recommended by the Commerce Committee.

But it felt the cease-and-desist authority should be enacted, whether its recommended changes are accepted or new FCC mode known its views in a letter to Sen. Edwin C. Johnson (D-Col.), author of the measure and chairman of the Senate Interstate & Foreign Commerce Committee, who had asked for comments.

FCC approved of provisions in the same bill which would set up a radio fraud statute similar to the postal fraud law, and which would authorize the Commission to make expenditures for monitoring sites and improvement of laboratory facilities. The Commission itself has offered both these provisions as legislative proposals in the past.

It also approved a provision which would boost FCC Commissioners' pay from $10,000 to $15,000 annually, with $2,500 extra for the Chairman.

Changes recommended by the Commission included a revision to give FCC authority to institute revocation proceedings for violations which are not subject to cease-and-desist procedures. This, it was explained, would restore authority which the Commission has under the present Act.

Other recommended changes: (1) that FCC be allowed to issue cease-and-desist orders not only against individuals but against “any person” (radio operators, for example) who violates the Communications Act or FCC Rules; (2) that fines for requests for revocation orders be 15 days from issuance of the order, rather than 30 days as specified in the bill.

WNOE CHANNEL

Two File at New Orleans

REp. F. EDWARD HEBERT (D.-La.) and Louisiana Adjutant-General Raymond F. Huff are principals in new firm seeking facilities to be relinquished by WNOE New Orleans when it switches to 1060 kw with 50 kw day, 5 kw night directional, according to application filed last week with FCC.

Second bid for the same assignment, 250 w fulltime on 1450 kw, also was filed last week by another local group under name of New Orleans Broadcasting Co.

Rep. Hebert and Mr. Huff are officers and each 20% owner of Royal Broadcasting Corp., the applicant. Associated in the firm are James W. Winkowski, Hugh M. Wilkinson and Hugh M. Wilkinson Jr., New Orleans attorneys. Mr. Huff is also executive advisor to ex-Gov. James A. Noe, owner of WNOE and also KNOE Monroe, La. Group plans to purchase WNOE's present facilities.

New Orleans Broadcasting is composed of M. E. and W. G. Maley, each one-third owner of Maley Tire Co. and 65% owner H. B. Enterprises, respectively president and secretary-treasurer and each 40% owner, and Robert J. Doskey, WBW New Orleans technical, vice president and 20% owner.

Mr. Koste, former New York sales manager of Forjoe & Co., also announced his Chicago office will be at 76 E. Wacker Dr., under management of Jack Mulholland, a radio and television package producer. New office is at 55 W. 42d St. An important feature of IMS said Mr. Koste, is that member stations retain the right of qualifying a new member and limiting the total number of stations to be represented to “a reasonably small list.”

The first four stations to sign with IMS are also members of the Assoc. of Independent Metropolitan Stations. There is no official connection between IMS and AIMS, however, but IMS can and will accept AIMS members, Mr. Koste said.

FRIENDS JOIN IMS

WHMH KSTL KITE WXW

FIRST four independent stations to sign with Independent Metropolitan Sales, New York, were announced today by Jack Koste, president.

The stations: W. M. in Memphis, KSTL St. Louis, KITE San Antonio and WXW Indianapolis. Other stations are soon to be announced, he said.

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Two BIG reasons why you’ll want…

…the 109 Type Reproducer Group!

1. Low intermodulation distortion

Naturally, the Western Electric 109 Type Reproducer Group gives you extremely low harmonic distortion. But here’s a still more important point—its advanced design practically eliminates intermodulation distortion.

Intermodulation distortion is one of the important factors that cause the “fuzziness” so often heard in the reproduction of the higher frequencies. Tests prove that the moving coil principle of reproduction, used in the 9 Type Reproducer, introduces far less intermodulation distortion than other currently used methods. That’s one reason why the 109 gives exceptionally "clean" reproduction!

2. Wide, uniform frequency response

The combination of the 9 Type Reproducer and the equalizer used in the 109 Group is carefully designed for uniform frequency response—and this 7-position equalizer permits correction for any of the more commonly used recording characteristics. With the 109 Group, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.

The 109 Type Reproducer Group is available from stock—place your order with your local Graybar Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Immediate replacements on 9 Type Reproducers

If your 9 Type Reproducer needs repairs, send it to your Graybar District Warehouse—you can get a factory-rebuilt replacement immediately from stock.
General Mills, Inc.

From the standpoint of General Mills, your promotion of our Jack Armstrong Safety Slogan Contest was a huge success.

Bill O'Neil, President

BROADCASTING * Telemarketing

BASIC

ABC Network

CLEVELAND

5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Page 54 * May 16, 1949

DONAHUE NAMED

To Mountain-Midland Post

DONAHUE, formerly eastern sales manager of Lorenzen & Thompson, has been appointed national sales manager of the Mountain-Midland Stations, according to a May 11 announcement. Mr. Donahue is 35 E. Wacker Drive, Chicago, telephone: Vander- bilt 6-0600. Another office is at 38 S. Wacker Drive, Chicago, telephone: Central 6-0800.
FOR OUTSTANDING PUBLIC SERVICE IN FIRE PREVENTION

The National Board of Fire Underwriters announces the annual awards for public service in fire prevention during 1948—

GOLD MEDAL to the radio station whose campaign, in the opinion of impartial judges, has been most effective in the fight against fire in its community.

HONORABLE MENTION CITATIONS to fire radio stations for distinguished achievement through their campaigns.

Throughout the year hundreds of radio stations all over the United States have contributed their efforts to this important cause. They have helped the drive for modern fire fighting equipment and more effective fire departments... they have encouraged better fire safety laws... they have stimulated the work of civic organizations... they have shown literally millions of listeners how to prevent fires in their homes and on their farms.

The work of all of these radio stations has unquestionably saved lives and irreplaceable property... and will continue to save lives and property in the years to come.

Salute to radio...

...for a job well done... a job worth doing.

AWARDS FOR 1948

GOLD MEDALIST

WOWO
Fort Wayne, Ind.

for its outstanding public service in sponsoring fire prevention, farm safety, home safety, holiday safety, and accident prevention campaigns, culminating in comprehensive coverage of Fire Prevention Week. As a feature of its Fire Prevention Week program, WOWO sponsored a mass fire drill among schools throughout its listening area, bringing a dramatic lesson in fire safety to thousands of students.

Honorable Mention Citations

WEBR Buffalo, N.Y.
for its outstanding public service in sponsoring weekly fire department interviews of great interest and for its all-around efforts in behalf of fire prevention.

KNBC San Francisco, Calif.
for its continuing efforts in behalf of forest fire prevention, as evidenced by its dramatic "Ranger Bill" and "Forests Aflame" programs.

KELO Sioux Falls, S.D.
for its comprehensive work in fire prevention, which included on-the-spot broadcasts, a farm safety contest, and continuous use of spot announcements.

KOGT Orange, Texas
for its outstanding efforts for fire prevention, as shown by its weekly Fire Marshal's Program for children, its daily Fire Prevention Week program, and its spot announcements throughout the year.

WNEW New York, N.Y.
for its recorded musical jingles on fire prevention which it made available to nearly 1000 radio stations throughout the nation.

JUDGES

Michael Hanna, General Manager, WHCU, Ithaca, N.Y.
Barry Mahool, Radio Director, American Heritage Foundation, New York, N.Y.
Bernard Mullins, Director of Public Relations, WTIC, Hartford, Conn.

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 7, N.Y.
the data used for average per-network New York operations.

Summarizing the results, the survey shows:

Average per station weekly television payroll (38 stations, exclusive of networks): $433. Average per network weekly TV payroll: $4,333.

Total TV employment for 38 stations and the networks: Fulltime, 2,635; parttime, 986; total, 3,621.

Average per station employment: (38 stations, exclusive of networks): Fulltime: 46; parttime: 20; total: 66.

Pattern of fulltime employment for the 38 stations and the national networks is shown in table above.

With an average fulltime staff of 46 at 38 stations, individual operations vary widely from this average, depending on whether they are integrated with AM and/or FM; degree AM-FM staff is used parttime on TV; number of hours operated; amount of live (studio and remote) broadcasting; ratio of network programs carried to number of hours of locally produced programs. Twelve stations have fewer than 20 employees; nine have 30-39 and the rest range up to two stations having over 100 employees.

Part-time employees include free-lancers, statemen, reporters, story writers, and camera assistants; spreading their work week between TV and AM-FM but not spending a greater part of their time in TV; persons employed for less than a full work week. Information on part-time workers is obscure, according to the study, since most workers at AM-TV stations are classed as part-time TV employees.

Stations reported 64% of part-time workers in programming; 24% in administrative; 7% in sales, promotion and publicity; 5% in technical activities. Specific jobs for which the largest number of part-time workers are used are: first, actors and singers; second, musicians; third, clerical and stenographic; fourth, building and service; fifth, announcers; sixth, salesmen; seventh, engineers.

The survey shows TV wage rates are similar to AM rates for comparable jobs. In the case of jobs for which there is no usual equivalent, for example, as projectionists, movie cameramen, film editors, etc., the wage brackets generally follow those of engineers.

Some types of TV workers are in limited supply, including supervisors and producers, it is pointed out, and the wages are higher than comparable AM scales.

Considerable readjustment is foreseen in specific wage scales before they reflect the importance of jobs, the supply-demand element now high.
NABET

(Continued from page 86)

Beyond eight hours, he will receive additional, half-time. That means, it was said, that if he were paid $2 an hour and worked nine hours without eating, he would be paid double-time, plus half-time or a total of $5 for his ninth hour.

Under the old meal-time provision, time and half-time were paid for the seventh and eighth hours and succeeding hours and meal periods were not mandatory. Now, except for emergencies, an engineer presumably can walk off the job during his seventh hour if he has not yet eaten.

The short turn-around provision also was revised. The penalty was increased from $1.25 an hour to $2.25 per hour for all time that encroaches upon a 12-hour rest period between tours of duty. Notice of daily starting times must be given 10 hours in advance but not later than 9 p.m. of the day in question.

A call-in on a day off must be on 72 hours notice or a penalty of $7.50 is charged. The old penalty was $5.00.

Seniority also was given new treatment. The networks agreed that layoffs of all employees with two years standing may be subject of arbitration. Engineers with less than two years seniority may be laid off only after discussion with the union and then, if no agreement is reached, only after submission of the issue to the national officers of both union and company, it was learned.

Arbitration also was provided on any working condition in which union and company are in disagreement. A further new arbitration clause permits such arbitration in 48 hours, instead of 20 days and permits the arbitration of a proposed practice. Hitherto, it was said, arbitration was possible only after a proposed practice had been carried into action.

It also was learned that arbitration may become so important a practice under the contract that a permanent arbitrator may be set up to handle the problems which may arise.

The establishment of such an official will itself be a matter for negotiation between NABET and the networks.

Top officials signing the contracts were: for NBC, John H. MacDonald, vice president in charge of finance; for ABC, Joseph A. McDonald, vice president, secretary and general attorney; for NABET, John R. McDonnell, president. Among those prominent at the bargaining table were Ernest de la Ossa, NBC director of personnel, and Clarence Westover, NABET's national executive secretary.

PHILLIPS H. LORD production, David Harding, Counterspy (ABC), has received Magazine Digest Good Radio Award of Month, for April.

Use RCA tubes for dependability...long life...operating economy in FM transmitters.

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

TUBE DEPARTMENT
RADIO CORPORATION OF AMERICA
HARRISON, N. J.

May 19: Television Writers Guild craft meeting, RCA Exhibition Hall, New York.
May 20: AFRA Ball, Hotel Astor, New York.
May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta, Ga.
May 25: FTC hearing on proposed rules for mail order insurance industry, Em. 222, FTC Bldg., Washington.
May 29-June 1: Advertising Federation of America 40th annual convention, Houston, Tex.
June 3: Kentucky Broadcasters Assn., Louisville.
June 13-16: Canadian Assn. of Broadcasters Conference, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
July 26-30: Catholic Broadcasters Assn. U. of Notre Dame, South Bend, Ind.
Aug. 23-28: AFRA annual convention, Palace Hotel, San Francisco.

BAB's Flying Start

(Continued from page 23)

contract practices. These are directed by Charles A. Batson, NAB staff officer who has been assistant to Mr. Mitchell. Lee Hart, NAB retail specialist, also has been working on several retail projects and has been operating as a one-woman flying squadron in staging retail and advertising clinics and addressing broadcast groups.

Another imminent project covers development of techniques to produce more revenue from newcasts and women's programs.

Coordinated with BAB will be the All-Radio Presentation, a separate corporation formed by NAB to prepare an industry sales promotion film. Head of All-Radio is Gordon Gray, WIP Philadelphia. The script is nearing the shooting stage. All-Radio will work closely with BAB. There has been some talk of utilizing the pending All-Radio charter as a vehicle for operation of BAB entirely outside the NAB administration.

Envisioned for BAB is complete autonomy, aside from NAB policy supervision through interlocking officials and directors. Even in its early operation within the NAB organization it is believed BAB will have its own information director operating in the New York headquarters.

The policy committee adopted the following general statement of principles for BAB's guidance:

(a) To promote the superior advantages of broadcasting as an advertising medium.
(b) To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.
(c) To expand the use of broadcasting as a medium for selling services and merchandise.
(d) To advance the profession of advertising generally as an essential part of our free enterprise economy.

PHILLIPS H. LORD production, David Harding, Counterspy (ABC), has received Magazine Digest Good Radio Award of Month, for April.
$1 Million Contract
(Continued from page 25)
dear such purchases with the board of directors of CBS.
Mr. Stanton's contract is binding on any corporation which succces
CBS either through merger, absorption or sale. The agreement
cannot be assigned to any corpora
one which would succeed CBS as a result of such merger or sale.
The $100,000 a year salary guaran
ted in his new contract is a substan
tial raise over his former pay.
Nowhere in the contract was Mr. Stan
ton's job specifically designa
ted as president. He was de
scribed only as a "senior executive," but this was believed to have been a legal precaution inasmuch as there was no indication of a change
in his job.
In 1948 Mr. Stanton was paid $70,936.30 in salary, fees and com-
missions, a $39,702.50 bonus and $3,676.95 insurance and pension
payments.
The new contract provides that the CBS board of directors may pay him additional money, either in salary or bonuses, at their discre
ion. His pension rights con
inue.
The disclosure that Mr. Stanton
had signed a contract covering a period of 20 years for continued service with CBS seemed to be quite adequate contradiction of reports published several months ago that he would leave CBS for duties else
where.

SALES MANAGER . . .
TIME AND PROGRAM SALES

ARE YOU THE MAN for an important sales and
management post in the midwest headquarters of a leading
radio and television station representative?
The qualifications are, frankly, tough. But they'll earn
an association with a stable, strongly-positioned
company.
You'll bring us—

— A mature responsible sales executive able to
do a big job on his own.
— Thorough radio station experience. (If you've
had station rep experience, so much the better.)
— Hard hitting salesmanship of time and pro-
grams—ability to deal successfully with im-
portant agencies and advertisers.

We back you with—

— An agency-respected organization, a small
list of outstanding stations in major markets
and the complete sales tools for intelligent
representation.

Write fully covering experience, personal data and
salary requirement.
Box 121-B BROADCASTING

At the time that rumors of immi
ent departure from CBS were
given currency in published re
ports, Mr. Stanton advised BROAD-
casting he had no intentions of
leaving [BROADCASTING, Feb. 21].
Mr. Stanton and his wife are at
present in Europe on his first
extended vacation since he joined
the network as a minor member of the
research department earning $60 a
week in 1935.
Mr. Stanton, who has just turned
41, is the youngest network presi
dent. He became president of CBS
Jan. 9, 1948, two months before his
38th birthday.
Mr. Stanton was hired by the
network on the strength of a thesis, entitled "A Critique of Present
Methods and a New Plan
for Studying Radio Listening Be-
havior," which he prepared for his
Ph. D. degree at Ohio State U. and
which he thoughtfully forwarded
to CBS.
His rise at CBS was rapid. He
was made an administrative vice
president by the time he was 34.

NBC President Niles Trammell
received $100,320 in salary and fees
for his services as network head
and NBC and RCA board member
in 1948, plus $25,000 as "incentive
compensation." His retirement
payments were $5,001. ABC Presi
dent Mark Woods received $75,000
(see story page 74).

Frank White, who assumed the presidency of Mutual on May 1, reportedly
has a three-year contract with sal-
ary and bonus provisions approac
hing $85,000 to $100,000 annually.

Lorillard Co., New York, joined
agency in July 1924 and has re
mained a client ever since.

WPTF Raleigh, N. C., has is
ued invitations to a luncheon to be
held May 17 in honor of its 25th
niversary of affiliation with
NBC.

WDAY Fargo, N. D., begins its
28th year of broadcasting May 22.
Station was founded by Earl
Reinke, president of station, in
1922. Kenneth Hance, vice presi
dent of KSTP Minneapolis-St.
Paul, and Lawrence Hamm, presi
dent of Pierce Co. in Fargo, were
partners of Mr. Reinke in the
pioneer operation.

Milestones
Exchanging congratulations at Lennen & Mitchell's anniversary dinner are (1 to r) Messrs. Rudolph and Madar; Ray Vir Den, president; Philip

AM GRANTS
WTAX Increase Approved
POWER increase from 100 w to
250 w on 1200 kc fulltime to
WTAX Springfield, Ill., and
new AM station at Sterling, Ill., on
1240 kc with 100 w fulltime are
favored by FCC in proposed deci
dion reported last Thursday.
The new AM station is proposed
to be granted to Blackburn Broadcast-
ing Co. FCC also proposed to
deny bid of The Shelbyville Broad-
casting Co. for new AM station at
Shelbyville, Ill., on 1250 kc with
250 w daytime.

FCC eliminated the Shelbyville
applicant from comparative con
sideration because it proposes to
establish a Class IV local station
on a Class I region frequency,
contrary to the Commission's rules
and standards.
Both the increased WTAX oper-
ation and the new Sterling station
would cause interference of varying
degrees to other existing sta-
tions but the Commission did not
consider any situation severe
enough to warrant denial in view of
the added services rendered.

WTAX is licensed to WTAX Inc.
which is headed by Oliver J. Keller,
president and majority owner.
Ownership of other applicants:
Sterling, Ill.—Blackhawk Broad-
casting Co., 1240 kc, 100 w, unlimited.
Principals: Sam Hartlett, network and
station producer-director for many
years; president 24.6%; his wife, Lillian
Hartlett, vice president 24.6%; Sub
scriber to about 1% of stock is Peter
Dierm, commercial artist, who has re
ounced his German citizenship and
made application for U. S. citizenship.
There are about a dozen other minor
stockholders.
Shelbyville, Ill.—The Shelbyville
Broadcasting Co., 1250 kc, 250 w, day-
time. Partnership: Gres Clawson, in
real estate and transportation business,
57-29%; his wife, Janice Clawson, 14.29%;
their son, Gerald Clawson, radi
dio entertainer, 21.46%; and Wayne
Barker, partner, 11.4%.

London
LIBRARY SERVICE

• 10 inch 78 RPM.
• FULL-RANGE RECORDINGS (30-14,000
cycles—Reproduces every sound audible
to the normal ear.
• Instrumentals only (no vocals).
• Basic library plus regular monthly releases.

For further details write or wire:
London Library Service
16 West 22nd St., New York 10
A Division of the London Gramophone Corp.
**WLS LANSING**

**FCC Proposes to Okay Switch**

PROPOSED decision was reported by FCC last Wednesday to grant application of WLS, Lansing, Mich., for switch from 600 w daytime on 1430 kc to 1 kw fulltime on 1320 kc, directionaled at night.

The Commission would deny competitive bids of Central Michigan Radio Corp. and Charlotte Broadcasting Co. for new stations at Lansing and Charlotte, Mich., respectively, with three facilities to be assigned WLS; Comma, Wayne Gay, Freda B. Hennock and George E. Sterling did not participate.

FCC disqualified the Charlotte proposal on grounds it would be an inefficient use of the regional Class III-B assignment in that small community. It found the proposal did not meet its engineering standards regarding interference-free coverage. The decision further noted the applicant's failure to substantiate the need for a station by contacting people in the community. Similarly, program plans were held to be unsubstantiated.

The Commission chose WLS upon finding that the Central Michigan Radio Corp.'s proposed outlet would cause nighttime interference to WKIX, Columbus, S. C. On most points FCC found the two applicants to be equitably favored. However, on program proposals it declared "the Commission can place greater reliance on the proposals' of WLS because they are supported by WLS' record of past performance."

WLS is licensed to Lansing Broadcasting Co. Firm is headed by Wellington A. Pomeroy, president and general manager.

Ownership of other applicants:
Lansing, Mich.—Central Michigan Radio Corp., 1220 kc, 1 kw fulltime, directionaled night. Principals: Thomas H. O'Brien, advertising manager of John Henry Co., store supplies firm, president and manager of 1500 shares common; Clayton W. Roding, loan and credit analyst, Grand Rapids Central Bank, 249 shares, six others share remaining interest.

Charlotte, Mich.—Charlotte Broadcasting Co., 1320 kc, 1 kw fulltime, directionaled night. Partnership; Robert Calhoun, with Wixey-Clark Corp., recording equipment maker; Roy E. Kelley, former regional Wolverine Network and International Advertisers Inc., and who assisted in organizing Associated Broadcasting Corp., fifth national network functioning 1944-45; George S. Norcross, Grand Rapids attorney; Roy M. Vennera, Grand Rapids jeweler who has been associated in broadcast ventures with Norcross. Norcross and Kelley; Imer Calh, retail grocer, Billside, Mich., Imer A. Pearson, Hillsdale meat market owner.

**DRUG, COSMETIC Advertising Said False**

FALSE and misleading advertising of drugs and cosmetics is on the increase, according to Jerome Trichter, assistant health commissioner of New York. Attributing the increase to harder selling and introduction of numerous new items, he said that since the first of the year a dozen cases have involved radio. The Health Department also had its first case involving a misleading television commercial. It intends to acquire a video receiver to supplement its radio monitoring, Mr. Trichter said.

His department will give an opinion to a broadcaster on a script in advance of its airing. The local law, which provides for fines for the advertiser up to $500 or imprisonment up to a year, does not hold the broadcaster or agency liable unless they fail to obey a cease and desist order within five days of notice.

**WCSI (FM) Open House**

WCSI (FM) Columbus, Ind., is planning a pre-showing of its new studios to its clients and state and local officials May 25, Graeme Zimmer, radio director of Syndicate Theatres Inc., WCSI owners, announced last week. The studio and offices, now nearing completion in the Crump Theatre Bldg., Columbus, will be opened for public inspection May 26, Mr. Zimmer said.

**WFJL (FM) CHICAGO**

To Start Service May 22

LEWIS COLLEGE of Science and Technology's WFJL (FM) Chicago takes the air May 22. Station was built at a cost of more than $80,000, all contributed by Chicago-area Catholics. The Rev. Bernard J. Shell, ranking Chicago bishop, is WFJL's president. Other officers will be elected by the board of directors shortly.

Staff members include Jerry Keefe, Lewis College public relations director, general manager; Charles F. Sebastian, formerly of WHBP Rock Island, KSQI Sioux City and WLS Chicago, assistant to the manager; Jim Ashbee, program director; James J. Krakora Jr., chief engineer; Harold E. Ridgley, continuity editor; Rose Marie McCarthy, director's secretary; Joe Dever, news commentator.

WFJL will operate on 93.1 mc (Channel 226) with effective radiated power of 29 kw. The six-bay antenna is 610 feet above ground.

**'VOICE' FUNDS**

McMahon Supports Increase

SUGGESTIONS to increase the funds for Voice of America operations drew the support of Sen. Brian McMahon (D-Conn.) last week on two different fronts—in an audience with President Truman and an address before the Atomic Energy group in New York.

Earlier in the week—on Monday and Tuesday—George V. Allen, assistant secretary for public affairs, told a Senate Appropriations subcommittee that Russia's "tremendous" jamming efforts constituted the best argument for expanding Voice broadcasts. Mr. Allen testified on behalf of State Dept. for restoration of the $2 million House cut in the overall information program.

Sen. McMahon told President Truman he is convinced "nothing is more important than telling the people of the world our position ..." and added: "If we triple our Voice appropriations, we could well use it."

In New York, before the Teachers In-Service Training Course in Atomic Energy, Sen. McMahon called for a great "sprint" of information and education to the Russian people through Voice broadcasts and other methods.

Secretary Allen asked the Senate subcommittee for the full $36 million for fiscal 1950, based on the need for "additional signal strength." He told the group: "The Russians are jamming us right up to our shore lines.... If they didn't care what we said ... they wouldn't be devoting themselves to this tremendous effort."

Also appearing with Mr. Allen were Charles Thayer, chief of International Broadcasting Division, and Lloyd Lebrhas, director of the Office of International Information.
BRICKBATS and bouquets made the closing annual dinner of the 19th Institute for Education by Radio in Columbus May 8 a lively affair [Broadcasting, May 9]. The brickbats came from Edgar Kobak, radio consultant and former MBS president, principal speaker at the dinner. Bouquets for the IER program and concept were voiced by Frieda B. Hennock, FCC Commissioner.

Mr. Kobak opened by saying that instead of the assigned topic, “Education at the Crossroads,” his remarks would concern, “The IER at the Crossroads.”

“I think the IER needs to take stock and change over to more adequately meeting the problems and challenges of the present time,” he said. “I feel the Institute is slipping. It’s in a rut, losing the support of the networks and the interest of the press. It lacks authoritativeness....

“The IER needs to raise its sights, increase its stature, raise the quality and promotion of its program,” he continued. Maybe it should study the advisability of moving. Certainly it should work to close the gap between certain groups here represented.”

Mr. Kobak said that in his opinion “a new plan is needed for the IER.” “It might be well,” he said, “to consider merging the Institute with similar programs at some other universities.”

In closing, he offered his time and services to help organize and promote a new institute for radio and television which he said should “look more closely into how to do things, and investigate methods and means for getting people to do them.”

Never in its history had the IER been subjected to a heavier barrage of criticism from a leading speaker at one of its general meetings. It was evident, however, that Mr. Kobak spoke the sentiments of many who heard him.

In contrast Mr. M. B. Hennock advised the group: “Don’t change, stick to education, be educators!” From her first acquaintance with the Institute, Miss Hennock said that in her opinion “no program or project being pursued on any college or university campus in the nation is more important than this one here.” “If I could have my way in Washington,” she said, “I would like to require every applicant for an FCC license to broadcast to attend four days of Institute meetings and in that way get the feel of some of the problems of the industry and the manner in which you are discussing and coping with them.”

Speaking directly to the educators, Miss Hennock said: “I consider TV your blackboard. Pick up the chalk and write upon it. I am going to try to keep this blackboard available for you as many hours of the day and in as many places as possible!”

Her bouquet for the Institute followed one delivered earlier in the sessions by Wayne Coy, FCC Chairman [Broadcasting, May 9], who described IER as “the world’s foremost forum for the study of broadcasting as an educational and cultural medium.”

Dr. I. Keith Tyler, IER director, at the closing dinner, thanked representatives of commercial and educational radio for their attendance and interest, announcing that each one would be solicited for suggestions as to how to make the 1950 IER better.

This year’s institute featured four general sessions around which were scheduled 28 clinics, workshop, and special interest group meetings covering four days (May 5-8).

Speaking for AM radio during a panel discussion at the first general session May 5, John F. Patt, general manager of WGAR Cleveland, viewed television as “an expanded opportunity for radio, one complementing the other.” He said “there is no ready answer to all this tremendous excitement over TV.” In the last analysis the public will decide.”

He hit as “ridiculous” the forecast that within three years radio will be finished. “TV is going to keep up on our toes to produce better programs—wider publicized for special occasions. It is well to bear in mind that with 2,000 AM stations, ours is the only medium through which the President can speak simultaneously to all the people.”

Mr. Patt said he anticipated that radio advertising revenue will “level off and might decline.” However, radio has certain unique advantages over TV, he said, and “it is up to radio to exploit these advantages.”

The second general IER session Friday night was devoted entirely to television, the topic being: “What Will TV Do to American Life?” Presiding was James Law-

**Tailored Radio Picture Albums for Your Station—At No Cost to You...**

Yes—your station can have beautiful albums, especially-prepared to show your studios and staff at no cost to you or your listeners. Exclusive to only one station per city. In the past eleven years over 200 stations have successfully used picture albums like this to develop listener interest, increase revenue, too.

WRITE, WIRE or PHONE

4-3262

American Radio Publications, Inc.
121 N. Washington St., Peoria, Illinois
OFF-RECORD session at Institute for Education by Radio centers about first woman FCC member. Comr. Fred B. MacDougall, left, has participated in three-hour session included (front row, 1 to 1): Natalie Fleotow, Girl Scouts of America; Blanche C. Young, Indianapolis public schools; Kay Saunders, Rochester; Caroline Burke, NBC-TV; Mrs. Horace J. Cochran, San Francisco Radio Council; Adele Tunnicliffe and Cecill Suffern, WNYE New York, Middle row: Henriette K. Harrison, YMCA-YWCA; Harryest Mester, AMA; Kathleen N. Lardie, WDT Detroit; Mrs. J. Keith Tyler, Ohio School of the Air; Comr. Hennock; Judith Weller, NBC; Gertrude Brokerider, U. S. Office of Education; Mrs. Clyde R. Butler, Cleveland Radio Council; Dorothy Kemble, MBS. Back row: Elsele Walton, Community Chest; Ruth Trester, ABC; Mericio Kuppier, W5W Iowa City; Elsie Dick, MBS; Clara Logan, Los Angeles Radio Council; Mrs. Donald Burgee and Mrs. Charles G. Weeks, Cleveland Radio Council; Mary Celenus Mcman, Ohio State U.


In his opening remarks, Mr. Fly stated that television may well come to be the most powerful of all forces in terms of its effect upon public opinion, our social, political and economic philosophy, public enlightenment, entertainment and the nation's cultural pattern as a whole. "We are in television's boom era," Mr. Fly opined. "There are economic headaches and some failures ahead, but this is no Mississippi bubble and television will continue on the march gaining strength. However, I do not predict that radio is a dying industry. Radio will continue to support television and to live by its side."

Martin Gosh, president of Independent TV Producers Assn., declared that until TV can get out of the red ink, education and culture will not benefit much from the new medium. "The TV public is demonstrating its preference for warm, friendly, familiar things."

Until the cost factor is considerably reduced, TV will certainly consist almost entirely of these shows of mass appeal. . . . It is my firm belief that the experience and knowledge of the educator added to the inherent values of TV will show through on 'showmanship.'

At the same meeting, Dallas W. Smythe, U. of Illinois Institute of Communications Research and formerly with the FCC, said that only scattered data is available on the long range effects of TV. "It is significant for the future of TV, however, that by a wide margin 'listening to the radio' is the most popular form of American recreation."

At a work-study session on religious broadcasts, Pearl Rossier, Chicago, International Council of Religious Education, expressed the belief that "proper utilization of radio and TV may help to bridge the gap between religion and education. Al Zink, WGY Schenectady, described a video religious series broadcast by his station. James Lawrence, 8SD St. Louis, related some of his experiences in television newscasting. At a clinic for schools and colleges using commercial stations, Clarence C. Moore, KOA Denver, said that stations had a right to expect salesmanship from colleges using their facilities. On the same panel were: Donley F. Feddersen, Northwestern U., James M. Morris, KOAC, Oregon State Agriculture College outlet, and Easter Straker, WIMA Lima.

Advances scored by the Voice of America were described by David Penn of the State Dept.'s International Broadcasting Division, a general session on the topic, "What Can Radio Contribute To World Peace?" He outlined the purpose and organization of these foreign language broadcasts and said:

"The credeplace in the Voice of America by the peoples of Eastern Europe is an important trust. It has given us responsibilities which we must remember ever alert."


This session was built around a report by Erik Barnouw of Columbia U., on radio's campaign against VD, which he helped write, direct and promote.

Praise Saudek

In introducing the panel members, Mr. Durr praised the "pioneering and courage" of Robert Sauker, ABC's vice president in charge of public affairs, saying he had helped get the campaign over an important hurdle. Morris S. Novick, New York radio consultant, cited gains that had been made in New York's intensive 30-day campaign against VD and added: "The same thing can be done with other problems including cancer, juvenile delinquency, housing, and maybe even Taft-Hartley."

At a special interest group meeting dealing with video production, Clark Jones, WNBT (TV) New York, warned against over-production in TV programming. He advised that every camera move be plotted beforehand.

Youth discussion on radio and TV brought a report from Edward Stasheff, WPIX (TV) New York, on how his station televises Junior Town Meeting. Two difficulties he cited: Synchronizing mike and camera on the right speaker; keeping station from "acting like Henry Aldrich and Cerliss Arehel."

At the same panel, Robert B. MacDougall, WAT and WATV (TV) Newark, N. J., advocated that youth discussions on radio be commercially sponsored to secure the "highest in educational values."

Howard Donahoe, WILE Cambridge, Ohio, cited "public relations" as the most important factor in the successful operation of an independent station. He spoke in a panel that discussed programming the independent and regional station.

Southern Business

SPECIAL transcribed interview featuring H. R. Baukhage, news commentator, and William L. Clayton, former Under Secretary of State, is being offered stations free of charge by National Planning Assn., Washington. The nonprofit, nonpartisan group represents agriculture, business and labor. Fifteen minute platter, available the middle of this month, is based on report of NPA Committee of the South and is entitled "New Industries Come to the South," Report describes survey of 88 large companies which located plants in the South. Information on interview may be obtained from NPA, 801 21st St., N. W., Washington.
FM GRANTS
15 Authorizations Issued

CONSTRUCTION PERMITS for seven new commercial Class B FM stations and one Class A outlet were authorized by FCC May 5, two conditional grantees received regular permits and four permits were granted modifications of their grants.

Permits were issued for two non-commercial FM stations.

The Class A commercial grant went to Seymour N. Siegel, director of radio communications for WNYC and WNYC-FM New York, for a station at Jersey City on Channel 276 (907 mc) with 700 watt power and antenna height of 290 feet. FCC ruled that Mr. Siegel must sever his connection with WNYC-FM. Estimated construction cost of his new station: $15,000.

Granted construction permits for Class B outlets:

1. Princeton, W. Va.—Mountain Broadcasting Service Inc., Channel 227 (83.3 mc), ERP 1.5 kw, antenna 365 ft; estimated cost $20,406 not counting land and buildings. Mountain Broadcasting Service Inc. is licensee of WLOH there. Ames, Iowa—Ames Broadcasting Co., Channel 238 (95.5 mc), ERP 4.5 kw, antenna height 390 ft; estimated cost $6,466 exclusive of land and buildings. Ames Broadcasting Co. is licensee of KASI Ames.

2. Douglas, Ga.—WDMG Inc., Channel 238 (95.7 mc), ERP 4.9 kw, antenna 365 ft; estimated cost $18,066 exclusive of land and buildings. WDMG Inc. is licensee of WDMG Douglas.

3. Mattson, Ill.—Mattson Broadcasting Co., Channel 243 (96.5 mc), ERP 2 kw, antenna height 190 ft; estimated cost $16,500 exclusive of land and buildings. AM affiliate WLBH Mattson.

4. Hattiesburg, Miss.—Forrest Broadcasting Co., Channel 250 (171.9 mc), ERP 2 kw, antenna height 310 ft; estimated cost $2,056, includes only the cost of the transmitter and frequency modulation monitor. Forrest is licensee of WFOK Hattiesburg.

5. Huntington, Kan.—Radio Station KWBW, Channel 226 (92.1 mc), ERP 3 kw, antenna height 310 ft. Company is licensee of KWBW Hutchinson. (Previously held conditional grant.)

6. Toledo, Ohio—Unity Corp., Channel 256 (99.7 mc), ERP 5 kw, antenna height 160 ft. AM affiliate WOIT Toledo. (Previously held conditional grant.)

7. Chicago — Gate Broadcasting Co., grant for new Class B FM station, Channel 250 (105.9 mc) ERP 9.3 kw, antenna 310 ft; estimated cost $12,550 excluding land and buildings. AM affiliate of Class A presently authorized.

Modifications of CP

Following were granted modification of CP’s in lieu of previous conditions:

W K X - F M Birmingham, Ala. — Change antenna from 185 ft to 100 ft. W CO - F M Montgomery, Ala. — Change power from 13.5 kw to 5.1 kw; antenna from 390 ft to 230 ft. K F P L - F M Denver, Col. — Change power from 8.5 kw to 21 kw; antenna from 390 ft to 379 ft. K W R N - F M Reno, Nev.—Change power from 10 kw to 10.5 kw; antenna from 1,750 ft to 3,200 ft.

Construction permits to replace expired CP’s were granted KDWT-FM Denton, Tex.; WAND-FM Canton, Ohio; WMB-OFM Auburn, N. Y., expiration date to be Aug. 4. CP’s for two non-commercial educational stations:

Oceanside, Calif.—Oceanside-Carlsbad Union High School District, Channel 200 (895 mc); 9 kw; estimated cost $2,585 exclusive of land.

Los Angeles—Long Beach Board of Education, United School Districts, Channel 381 (881 mc); 10 kw; estimated cost $7,120 exclusive of land and buildings.

SAMUEL L. MURPHY

AMENDMENTS TO ITS RULES OF PRACTICE, DESIGNED PRIMARILY TO EXPEDITE TRIAL OF CASES, WERE ANNOUNCED BY FEDERAL TRADE COMMISSION. PRINCIPAL EFFECTS WILL BE TO LIMIT THE NUMBER OF INTERLOCUTORY APPEALS TO THE COMMISSION FROM RULINGS BY THE TRIAL EXAMINER, AND TO REQUIRE MOST MOTIONS TO BE MADE BEFORE THE PROCEEDING IS INITIATED.

Amended rules seek to reduce to a minimum delays occasioned by appeals to the Commission while a proceeding is pending before a trial examiner. To avoid such delays, FTC said, appeals from rulings generally will be reserved for the Commission’s consideration when a case is presented on its merits at the close of hearings. Provision is made for interlocutory appeals if it is shown that “the prompt decision of such appeal is necessary to prevent unusual delay and expense,” FTC said.

WPAT, N. J., broadcast luncheon of judges which selected winners of essay contest on interior decorating conducted by station for sponsor Henders Inc.

FOR COLUMNS ON AUDIO-VISUAL AIDS CONTACT RAY JOHNSTON, 9TH FLOOR SCANLAN BLDG., HOUSTON, TEXAS

When It’s BMI It’s Yours

Another BMI “Pin Up” Hit—Published by Duchess

CAVERBAT

On records: Patti Page—Mer. 5290; Rosemary Clooney—Col. 38501; Eun Young—Vic. 20-3412; Oa, Ray & Me Trio—Com. 7550; Al Grant—King 15004; Helen Lee—Bullet 1077.

On Transcriptions: Lawrence Welk—Standard; Novotime Trio—NBC Thursdays; Chuck Foster—Lang-Worth; Mindy Carson—Associated.

Copyright 1949, A. C. Nielsen Co.
Programs

Program is sponsored by Brookdale beverages, George Spivey, portrait photographer, and Mayflower Industries, for (Coolerator). Carl Ide is m.c.

'Broadcast On-CBS-TV

WCAU-TV Philadelphia's Court Is in Session, telecast from city's Common Pleas Court, is being aired on CBS TV, Tuesdays, 8-9 p.m. Program is sponsored, in Philadelphia only, by Yellow Cab Co., through Al Paul LeFton Co., that city.

Show Stars 13-Year-Old NEW WNBC Boston program, Talent Quest, Saturdays, 9:45-10 a.m., stars 13-year-old Emane Marie of Medford, Mass., as "songstress of ceremonies." The series, sponsored by Gentile's Bakery Co., made its debut April 30. The show's producers are looking for teenagers with musical talent. Each week listeners will select the top performer. The best entertainer at the end of six weeks will be awarded a full-year scholarship to the Phil Saltman School, Boston.

Series on Family MORE than 1,000 stations in the U.S. and Canada launched a Saturday series, Home Sweet Home, April 30 as part of the observance of National Family Week, May 2-7. Series, to run for six weeks, deals with problems of living together in the family as preparation for living together in the world. Programs are prepared under auspices of The Upper Room, devotional guide, and are written and produced by Carlton E. Morse, producer of One Man's Family.

Home Buyers' Aid HOMEBUILDERS Assn. of Allegheny County (Pa.) is sponsoring new series of weekly programs, Your Home, at 12:45 p.m. each Sunday over WCAX Pittsburgh. Program is designed to help individuals in purchasing homes.

'Uncle Eddie Club' CHILDREN's program featuring letters, birthday greetings, special instructions about conduct and "thought for the day" has been started by WPPJ (FM), Providence.

R. 1. Titled Uncle Eddie Club, only requirement for membership is penny postcard with name, address and age. Program also features personalized, recorded greeting to youngsters.

Popular Music of Past NEW entertainment program on WPEN Philadelphia is live broadcast of piano music of popular melodies of the past. Wedgewood Nowell plays the piano and identifies the music. Background stories to each of these are narrated by Mr. Nowell. Show is aired Saturdays, 7:30-8 p.m.

'Domestic Relations Clinic' E. R. HOOD, known as the "Domestic Relations Counselor," is now airing a new program, The Domestic Relations Clinic, on KFWB Los Angeles. Latest feature of program is one in whichWoman's Heritage Club, an group of domestic problems comes to studio and airs his or her difficulty. Counselor then offers suggestions, listeners are invited to help write helpful suggestions to persons interviewed.

'Police Beat'

DESIGNED to describe work of Dayton, Ohio's, police force, to inform listeners how to avoid becoming victims of various crimes and racketeers, and to deter crime, is WON Dayton's new program, Police Beat. Show offers ten-minute local crime news summary Mon.-Sat. at 12:35 p.m. Sg t. Richard C. Grunich, former Dayton newspaperman, writes and narrates each script.

Religious News


'Spinning Images'

TELEVISION disc jockey show Spinning Images, featuring use of illuminated drawing board which permits artist to work freely and yet remain invisible to cameras and TV audience, is being telecast by WTVF in Nashville, Tenn. All that is visible to audience is a moving point which leaves a visible line. Cartoons thus created provide "video," while record is being played. Artist draws his impressions of record. Jay Scott originated program and drawing board idea.

Parenthood Series

HUMAN interest stories and information for parents and prospective parents are featured on new WHAT Philadelphia series, Parenthood on the Air. Program, launched April 29, is heard Fridays at 10:30 a.m. It is sponsored by the Planned Parenthood Assn., of Philadelphia.
May 5 Decisions

BY COMMISSION ON BANC

FM Authorizations

Authorizations were granted for FCC for seventeen new Class B FM stations and one Class A station. CP's to replace expired CP's were also granted for three FM outlets. One station was granted to switch to Class B in lieu of a Class C license. Four CP holders were granted changes of facilities; two non-commercial educational outlets were granted CP's. [See story on this issue.]

Allocation Change

Commission announced proposal to amend revised tentative allocation plan to delete Channel 222 (93.3 mc) from Greenboro, N.C., and assign it to Asheboro, N.C.

Extension Granted

WMBB-TV Jacksonville, Fla.—Denied petition insofar as it requests approval of proposed 900 mc interim operation of WMBB-TV, granted petition for reconsideration in all other respects. Re- moved application for extension of completion date from hearing docket and granted extension for completion of construction of 5 kw trans to Nov. 3.

Extension Denied

WEEK-TV Peoria, Ill.—On basis of apparent lack of diligence of permittee denied application for extension of completion date from April 18 to Nov. 24, 1949, informed applicant that if it requests hearing within 20 days, denial will be set aside pending outcome.

Reinstatement of CP

WXAO Hollywood, Calif.—Granted application for license to WXAO, Hollywood, Fla., flanked by George J. D'Alessandro, to operate a television station.

Assignment of License


WGL Fort Wayne, Ind.—Accepted amendment by New-Senitii Broadcasting Co., Fort Wayne, Ind., to operate WPFW, Fort Wayne, Ind., and WPFW-AM, Fort Wayne, Ind., for assignment of license.

Assignment of License

WNNM and WOXIP, Detroit, Mich.—Granted assignment license for WNNM and WPAD, Chicago, Ill.

Assignment of Control

KWBP, Baytown, Tex.—Granted application for license to Channel 22, Baytown, Tex., to operate KWBP and WPAD, Baytown, Tex.

Assignment of License

WNNM and WOXIP, Detroit, Mich.—Granted assignment license for WNNM and WPAD, Chicago, Ill.

WGL Fort Wayne, Ind.—Accepted amendment by New-Senitii Broadcasting Co., Fort Wayne, Ind., to operate WPFW, Fort Wayne, Ind., and WPFW-AM, Fort Wayne, Ind., for assignment of license.

When you think of

RE-TUBE with... AMPEREX

AMPEREX ELECTRONIC CORPORATION

25 WASHINGTON STREET, BROOKLYN 1, N.Y.

All Types—Transmitting and Rectifying Tubes

Fernworth, to revise program statistical date, revise offices and directors of assignee corp. amended data regarding proposed staffing of WGL. Anthony Wayne Radio, Inc., acting appliance in hearing scheduled for May 16, 1949.

Revocation

WINZ Hollywood, Fla.—Ordered license and CP revoked on basis of violations of FCC's rules and regulations and standards of good engineering practice, including notices served upon the licensee. Latter has 15 days to correct hearing, which would suspend revocation until decision in hearing. WINZ is to operate at 68 kw. 1 kw, D, has CP for 1 kw until CP expires.

Hearing Continued

Greenwich Broadcasting Corp., Greenwich, Conn.—Ordered that hearing application on Greenwich Broadcasting Co. for new station to operate on 1490 kc, 250 kw, until be continued immediately.

Transfer of Control

WLAU Laurel, Miss.—Granted voluntary relinquishment of control Southland Broadcasting Co. by Hugh M. Smith, and acquisition negative control by James V. Wilson and H. L. Leggett, by sale of 30.18% from Hugh M. Smith to James V. Wilson for consideration of $27,181. and issuance of one additional share capital stock to Leggett (now holding 99.72%) for $1,000 in order to equalize stock ownership.

WHO Dayton, Ohio.—Granted acquisition of control of Dayton, Ohio, Transmitting Co., and asso- ciation of control of station.

KZKU, Burley, Idaho—Granted license to KWZKU and CP for WZKU-FM, to operate as station on 1490 kc, 250 kw, estimated cost $181,000.

KXAZ Tulsa, Okla.—Granted assignment of station to Great Northern Broadcasting Co. to operate as station adjacent to Tulsa, Okla.

Assignment of License

KRLJ Knoxville, Tenn.—Granted assignment of license to WLJ-KR, Knoxville, Tenn., for WTLJ, Knoxville, Tenn., for consideration of $100,000.

KUIC Bakersfield, Calif., from Rodman Broadcasting Co. to E. J. Smith, for $1,000.

Assignment of License

KRLJ Knoxville, Tenn.—Granted assignment of license to WLJ-KR, Knoxville, Tenn., for WTLJ, Knoxville, Tenn., for consideration of $100,000.

Hearing Designated

KXAY Seattle, Wash.—Denied application filed by George Nelson, requesting application of hearings for consent to assignment of station.

Assignment of License

KTSW, Abilene, Texas.—Granted assignment of license for KTSW, Abilene, Texas.

Petition Denied

Kern County, Bakersfield, Calif.—Denied petition Kern County Broadcasters requesting appointment of a member of KERO-Bakersfield, Calif. to the Board of Directors of KERO-Bakersfield, Calif. and disallowing any application on Kern County Broadcasters.

AM-1400 kc

Leonard R. Lyon, Big Spring, Texas—Granted new AM station AM-1400 kc, 180 kw, estimated cost $10,000.

AM-1010 kc

Jefferson County Radio & Television Co., Dustin, Okla.—Granted new CP AM station AM-1010 kc, 250 kw, estimated cost $10,000.

AM-1340 kc

Conant Broadcasting Co., Inc., Beverly, Mass.— Granted new CP AM station AM-1340 kc, 250 kw, estimated cost $10,000.

AM-900 kc

The Lebanon Bestco, Inc., Lebanon, Tenn.—Granted new AM station AM-900 kc, 250 kw, estimated cost $10,000.

Hearing Designated

Bessemer Bestco., Bessemer, Ala.—Denied for hearing application.

AM station 1450 kc, 30 kw, 3rd AM station.

AM-1400 kc

Northeastern Project Inc., Kelso, Wash.—Granted new CP AM station AM-1400 kc, 250 kw, estimated cost $10,000.

AM-1400 kc

Pioneer Valley Bestco., Northampton, Mass.—Granted new CP AM station AM-1400 kc, 250 kw, estimated cost $10,000.

AM-1400 kc

Old South Western Bestco., St. Elzache, Miss.—Granted CP AM station 1450 kc, 250 kw, estimated cost $10,000.

AM-1200 kc

Newport Bestco., Newport, Ariz.—Granted CP AM station to operate on 1200 kc, estimated cost $10,000.

AM-860 kc

H. F. Kohlendorf, Osceola, Ark.—Granted CP AM station 860 kc, estimated cost $10,000.

Hearing Designated

KTLY Mesa, Ariz.—Denied for hearing application change frequency from 1490 kc to 1510 kc.

WASC Glens Falls, N.Y.—Denied for hearing application change frequency from 1510 kc to 1490 kc.

PMF, Baltimore, Md.—Granted new CP reciprocal to WCBM, Baltimore, Md.

AM-1450 kc

KMVA Martinsville, Va.—Granted CP AM station 1450 kc, 250 kw, $10,000.

Extension Granted

Belvedere Bestco., Corp., Baltimore, Md.—Granted extension for consent to CP AM station 1450 kc, 250 kw, estimated cost $10,000.

Hearing Designated

South Bay Bestco., Hermosa Beach, Calif., with San Pedro Bestco., and Public Service Bestco., for hearing application to make changes in AM and FM stations.

AM-1460 kc

KXAN Austin, Tex.—Granted new CP AM station 1460 kc, estimated cost $10,000.

AM-1000 kc

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

Page 64 • May 16, 1949

BROADCASTING • Telecasting

When you think of

AMPEREX

All Types—Transmitting and Rectifying Tubes

AMPEREX ELECTRONIC CORPORATION

25 WASHINGTON STREET, BROOKLYN 1, N.Y.

In Canada and Australia: AMPEREX LIMITED

11-19 Bathurst Road, Toronto, Ontario, Canada
new stations on 880 kc 250 w at Hermosa Beach and Riverside, respectively, and of South Boston, re- quested new station on 1000 kc at Hermosa Beach. Commission granted the applications, ordered that [five, as result of consolidated proceedings], and, in addition, ordered that [as result of consolidated proceedings, it appears that such issues for purposes pending in the hearing regarding clear channel and related regarding daytime skywave transmissions and stated that the Commission hereby ordered theretofore. The order was signed April 8, 1946, and April 8, 1947, in the latter of whichit would be best served by grant of one or more of involved applications than those of William and Lee A. O'dessy and Emie Binkley West such applications shall be returned to the pending file until after conclusion of said hearings regarding clear channel and daytime skywave transmission.

Petition Granted

WSAZ Huntington, W. Va.-Granted petition that application to change frequency to 5 kw D 1 kw w to 5 kw uni. D N-A N be heard in consolidated proceeding with Surety Bstg., Co., Charlotte, N. C., and T. T. Bstg. System, Inc., Washington, D. C., commencing May 29, 1949, at Washington, D. C., Commission's order Sept. 8, 1948 was amended accordingly. AM-1290 kc

KBGO Walla Walla, Wash.-On petition, removed from hearing and granted application to change frequency from 1 kw to 5 kw, to install DA and new trans. and change trans. location subject to various eng. cond. Petition Denied


May 5 Applications . . .

APPROVED FOR FILING

Modification of CP

WESB Oak Park, Ill.-Mod. CP new FM station for extension of completion date.

License for CP for in increase power etc.

Transfer of Stock

WHTY Hartford, Conn.-Transfer Nov. 1, 1947, of voting and dividends rights in 279,050 stock from Frank E. Gannett to Frank E. Gannett Newspapers, Inc.

WDDN Danville, Ill.-Same

WAKY Albans, W. Va.-Same

WENY Elmira, N. Y.-Same

WEBC Rochester, N. Y.-Same

Modification of CP

KDFC San Francisco, Calif.-Mod. CP new FM station for extension of completion date.

WTUM-FM Wilmington, Del.-Same

WAAP-FM Chicago-Same

KJAC-FM Shreveville, Calif.-Same

KMBE-FM Kansas City, Mo.-Same

WCNT-FM Roselle, Ill.-Same

Modification of CP

KBKN-FM Youngstown, Ohio.-Mod. CP new FM station to change ERP to 18.7 kw, antenna to 516.5 ft. above terrain.

KLDL-FM Dallas-CP to change ERP to 2 kw at antenna to 479 ft. above terrain.

Transfer of Stock

WHTY-FM New York, Conn.-Transfer Nov. 1, 1947, of voting and dividends rights in 196,010 stock from Frank E. Gannett to Frank E. Gannett Newspapers, Inc.

WENY-FM Elmira, N. Y.-Same

WHBC-FM Rochester, N. Y.-Same

Relocation of CP

WFWF Atlanta, Ga.-CP to restate CP for new station.

WMBB Melbourne, Fla.-CP new AM station to change from 1050 kc 250 w to 1270 kc 250 w D. F. of Stock

KWW-AM-FM St. Louis-Transfer of stock ownership by Robbins to a Robbins to R. T. Convoy as trustee under a valid trust. License Renewal

KDJS Devil's Lake, N. D.-License renewal

TENDERED FOR FILING

WGBS Miami-CP new AM station to change from 710 kc D 1 kw D to 710 kc 1 kw D.

AM-1110 kc

WNAR Northboro-Mod. license to change from 1110 kc 500 w D to 1110 kc 500 w D.

Assignment of License


APPLICATION DISMISSED

AM-620 kc

Dempster-Johnson and Ward Bstg., Denver, Col.-Mod. petition for transfer of control to Dempster-Johnson and Ward Bstg., Denver, Col. for KJUS-FM Des Moines, Ia. AM-1190 kc

TEXAS Trade School, Dallas, Texas-DENIED new FM station to change name AM station to 1190 kc 1 kw D.

FM DELETION

FM-106.1 kc

KWCX Earl C. Rankamore, Houston, Texas-DELETED April 28, CP new FM station.

May 6 Decisions . . .

BY COMMISSION EN BANC

Petition Granted


AM-684 kc

WBDC Escanaba, Mich.-On petition removed from hearing and granted application to change frequency from 1260 kc 5 kw w to 1260 kc 5 kw w.

Petition Denied


WBBK-FM Knoxville, Tenn.-Same

WBBW-FM Minneapolis, Minn.-Same

WJK-FM Youngstown, Ohio.-Mod. CP new FM station to increase ERP to 18.7 kw, antenna to 516.5 ft. above terrain.

KROK-FM Denver, Colo.-Same

WKCN-AM-FM Youngstown, Ohio.-Mod. CP new FM station to change ERP to 18.7 kw, antenna to 516.5 ft. above terrain.

FPLR-FM Dallas-CP to change ERP to 1 kw at antenna to 479 ft. above terrain.

Transfer of Stock

WHIT-FM Fort Worth, Conn.-Transfer Nov. 1, 1947, of voting and dividends rights in 196,010 stock from Frank E. Gannett to Frank E. Gannett Newspapers, Inc.

KENP-FM Scranton, Pa.-Same

WSLA-FM Spokane, Wash.-Same

WPCA-FM Minneapolis, Minn.-Same

WHBF-FM Knoxville, Tenn.-Same

WBFM-FM Austin, Texas-Mod. CP new FM station to change ERP to 18.7 kw, antenna to 516.5 ft. above terrain.

Petition Granted

WKRM Kalamazoo, Tenn. and WNWA Nashville, Tenn. - Granted petition of WKRM-Kalamazoo, Tenn. and WNWA Nashville, Tenn. to change frequency from 1880 kc 5 kw w without hearing application to permit of 2670 kc w with 2 kw D and increased ERP to 1 kw.

Petition Granted

WKCM Broadcasting Corp., and WNHA Nashville, Tenn.-Granted petition of WKCM Broadcasting Corp., and WNHA Nashville, Tenn. to change frequency from 1880 kc w and increased ERP to 1 kw.

Petition Denied

WPSR Florissant, Mo.-Same.

Petition Granted


Rehearing Granted

AM-1280 kc

KRT Yakima, Wash.-On petition, re- moved from hearing and granted application to increase daytime power to 1 kw and increase ERP to 1 kw.

APPLICATION DISMISSED

ADDENDUM

KRT Yakima, Wash.-License for CP new FM station to change name AM station to 1280 kc.

AKRM-AM-FM Birmingham, Ala.-Same

May 6 Applications . . .

ACCEPTED FOR FILING

AM-1010 kc


License Denied

WQOB Alexandria, La.-License for CP new AM station to increase power etc.

(Continued on page 68)
**FCC Actions**

(Continued from page 68)

**Applications Cont.:**

- **AM—1490 kc**
  - Cleveland Broadcast Co., Cleveland, Mass.—CP new AM station 1490 kc 250 w-r. AMEND to request change of name from Q M McCall, Lowry Times and C M Babcock, Jr. at Cleveland Broadcast Co. to same d/b/a as Cleveland Broadcast Co. to same d/b/a as Cleveland Broadcast Co.

**Service Directory**

**WAAP-FM Chicago—Mod. CP new station for extension of completion date.**

**TENDERED FOR FILING**

- **AM—1460 kc**
  - WOKO Albany, N Y.—CP to reinstate expired CP as modified for new AM station 1460 kc 5 kw untl. DA-NA.

- **KECK Odessa, Tex.—CP new AM station to change from 990 kc 1 kw D to 298 kc 1-kw D 500 w N-D.**

**APPLICATION RETURNED**

- **Modification of CP**
  - **KVNE Oxnard, Calif.—RETURNED May 2—TA for new station for extension of completion date.**

**License for CP**

- **WPBP Miami—DISMISSED License for CP new AM station.**

**May 10 Decisions**

**DOCKET CASE ACTIONS**

- **COMMISSION ANNOUNCED final decision granting application of WIP Inc.—To change operating facilities of WHP Harrisburg, Pa., from 1460 kc 5 kw D-1 to 1450 kc 1 kw N-D.**

- **ACP—1530 kc**
  - Commission announced decision and order of October 21, 1946 regarding application of Pure Bred Bresg. Co. for new station on Mt. Tom, 500 kw to operate on 1550 kc w untl.

**Transfer of Centers**

- **Commission issued report and order granting application of Arde Bulova—To change operating facilities and controller of WQPM York, Pa., to operate center of Greater New York Brgt. Co. for new station on Mount Tom, Ky., to operate on 1550 kc w untl.**

**May 11 Decisions**

**DOCKET CASE ACTION**

- **AM—1320 kc**

**Commission announced proposals de-

ciding looking toward grant of applica-

tion of Lansing Brgt. Co. to change operating facilities of WICN Lansing, Mich., from 1450 kc 500 w to 1500 kc 1 kw N-D-1 to 1530 kc 1 kw N-D-1 to 100 w N-D.**

**Termination of Central Michigan Radio Corp.**

- **AM—1320 kc**

**BY THE SECRETARY**

**W B P R-FM Springfield, Mass. —**

**Custom-Built Equipment**

**J. S. RECORDING CO.**

**1121 Vermont Ave., Wabun, S. D. C.**

**Sterling 4885**

**COMMUNICATIONS STUDY**

**Stanton, Lazarofd Edit**

**RESEARCH AND EDUCATION, THE NEW YORK TIMES**

**New York, Harvard & Bros., Fla.**

**THIRD in a series of books co-**

**edited by Frank Stanton, CBS presi-**

**dent, and Paul F. Lazaroff, director of**

**Columbia U’s Bureau of Applied**

**Communications Research, was pub-**

**lished last week by Harper & Bros.,**

**New York.**

**The book varies from the two previous volumes published before the war in that it contains material found in the research efforts of the study.**

**The booklet is aimed at fulfilling a need for a comprehensive study of the radio industry, especially in the public service sector.**

**A study of the Morning Radio Audience, by Mr. Lazaroff and Helen Dinneman, an associate at Columbia University, is based on a survey conducted for NBC in 1944.**

**An Analysis of Radio Programming, by Kenneth Baker, re-**

**volves around considering the cataloging of program types done by Dr. Baker in 1946.**

**Following were granted mod. CPs for extension of completion dates as shown: WTHI-FM Terre Haute, Ind., to change from 11-29-49; WHAM-FM Scranton, Pa., to change from 11-29-49; WUI-FM Davenport, Iowa, to change from 11-29-49; WJFI Chicago to change from 11-29-49; WIL-FM Saginaw, Mich., to change from 11-29-49; WILM Wilmington, Del., to change from 11-29-49; WOSU Columbus, Ohio—GRANTED application for reinstatement of CP for new station.**

**WIPL Chattanooga, Tenn.—CP for reinstatement of CP for new ST link station.**

**WGN Chicago.—Application for reinstatement of CP for new ST link station.**

**WGXX Mobile, Ala.—Application for reinstatement of CP for new ST link station.**

**WGLS Decatur, Ga.—Application for reinstatement of CP for new AM station.**

**WBNW-FM WBAB Inc.—Application for reinstatement of CP for new FM station.**

**WGLY Jacksonville, Fla.—Application for reinstatement of CP for new FM station.**

**WFMA Fort Myers, Fla.—Application for reinstatement of CP for new FM station.**

**WKCI Gladewater, Tex.—Application for reinstatement of CP for new FM station.**

**WHDY Jackson, Miss.—License for CP new FM station.**

**WGBC-Albany, Ga.—License for CP new FM station.**

**WJDX-FM Jackson, Miss.—License for CP new FM station.**

**WIN-Radio Co.—License for CP new FM station.**

**TENDERED FOR FILING**

**Assignment of License**

**KCW—Assigned from L. C. Holdren & Co., Inc., Owatonna, Minn., to L. C. Holdren & Co., Inc. for new AM station at Owatonna, Minn., to change from 990 to 1000 kc.**

**KCHS—Assigned from C. L. Conklin, Chico, Calif., owner of KCHS—Assigned from C. L. Conklin, Chico, Calif., owner of KCHS Chico, Calif., to J. C. Conklin, Chico, Calif., for new AM station at Chico, Calif., to change from 1330 to 1320 kc.**

**APPLICATIONS DISMISSED**

**Donny Best, Co., Sand Diego—Dis-**

**MISSED May 4 CP new FM station at 690 kc 1 kw N-D.**

**AM—1380 kc**

**Perry Dillard, Raymonville, Tex.—**

**DISMISSED May 4 CP new AM station 1440 kc 1 kw D.**

**AM—1380 kc**

**WKB Iron Mountain, Mich.—CP to change from 1250 kc 1 kw D to 1350 kc 1 kw D 500 w N-D.**

**APPLICATION DISMISSED**

**Dismisled License for CP new FM station at 1300 kc 1 kw D 500 w N-D.**

**(Continued on page 80)**

**Member ACEC**

**BROADCASTING • Telecasting**
Help Wanted

Managerial

"Recently we placed a classified advertisement with you seeking a new manager for our radio station. The results were so satisfactory that we have decided to try again. We are in need of a manager who is energetic, well-organized, and capable of handling a large market. If you know of anyone who might be suitable, please let us know.

SALARY: $10,000 per year, plus commission.

Send all correspondence to Box 118B, BROADCASTING.

Help Wanted (Cont'd)

If you are a young man with a desire to manage a radio station, please send us your qualifications and references. We are looking for someone who can handle all phases of station operation. Send all correspondence to Box 118B, BROADCASTING.

Energetic young man, with station experience, should apply. If you have experience in all phases of station operation, we would like to hear from you.

Send all correspondence to Box 118B, BROADCASTING.

Salesman

Energetic young salesman, with experience in selling advertising, should apply. We are looking for someone who can sell advertising to local merchants. If you have experience in this field, please send your qualifications and references.

Send all correspondence to Box 118B, BROADCASTING.

Bookkeeper

Bookkeeper with experience in bookkeeping should apply. We are looking for someone who can handle all phases of station accounting. If you have experience in this field, please send your qualifications and references.

Send all correspondence to Box 118B, BROADCASTING.

Help Wanted (Cont'd)

"I wish you to know that we have decided to continue with our BROADCASTING program. We are looking for someone who can handle all phases of station operation. If you have experience in this field, please send your qualifications and references.

Send all correspondence to Box 118B, BROADCASTING.

Producer-Programmer, others

Producer-programmer, writing, producing, and announcing experience essential. Must have good understanding of broadcasting. Send all correspondence to Box 118B, BROADCASTING.

Youthful mind, energetic, and capable of handling any assignment. If you have experience in this field, please send your qualifications and references.

Send all correspondence to Box 118B, BROADCASTING.

Productions Wanted

"We have decided to continue with our BROADCASTING program and are looking for someone who can handle all phases of station operation. If you have experience in this field, please send your qualifications and references.

Send all correspondence to Box 118B, BROADCASTING.

Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted, $1.50 per line; Help Wanted, $1.00 per line; $2 minimum. All other classifications 25c per word—$4 minimum. For further information charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box numbers to Classified Manager, BROADCASTING, 505 W. Madison St., Chicago, Ill. All advertisements must be typewritten. BROADCASTING is not responsible for the return of unsold material.
Wanted (Cont'd)

Announcer—Disc jockey, versatile, fair air for advertising. New experience preferred. Box 406A, BROADCASTING.

Announcer, 21, disc jockey, newscaster, commercials, 3 yrs. experience. Box 407B, BROADCASTING.


Announcer—Currently employed. Desires position with large progressive northeast station. Box 729, BROADCASTING.

Announcer, cultured voice, experienced, can write. Box 808, BROADCASTING.

Exciting job up and down network affiliates, here is your man. Three years staff experience with major network. Steady congenial guy with commanding personality. Available for personal audition after May 25 and there is where experienced announcer's references on request. If you are seriously interested in all types of work, call Box 809, BROADCASTING.

Guy recently employed, NC graduating sophomore majoring in broadcasting. Good looks, pleasant, reliable. Box 810, BROADCASTING.

Technically trained announcer. Willing, ambitious, high school graduate, graduate Miami School of Broadcasting. Experienced in announcing, preferable small stations. Box 811, Ohio. Cleveland.


Radio announcer. 5 years experience. Chicago, Chicago. Box 813. Orlando, Florida.

First class engineer, construction experience, factory trained, thoroughly familiar with standard equipment. Requires position with progressive station. Willing to relocate. Box 814, BROADCASTING.

Desire position as chief engineer of broadcasting. Box 815, BROADCASTING.


Situations Wanted (Cont’d)

Announcer, capable of assuming responsibility of station seeks connection with progressive station. Four years experience with WPTZ, BINGHAMTON, N.Y. Box 817, BROADCASTING.

Announcer, 26, two years college. Excellent writing and speaking ability. Good looks and personality. Box 818, BROADCASTING.

Opportunity doesn't even have to knock! Young vet, first job as a news director. Technical and amateur background on camera and studio equipment. Short of experience, but competitive ability and able to work. Box 819, BROADCASTING.

Desire experience. Position desired with progressive midwest station. Box 820, BROADCASTING.

First phone vet seeks engineer position midwest. All replies acknowledged. Box 821, BROADCASTING.

Desire position as chief engineer of broadcasting. Box 822, BROADCASTING.

Engineer—1st phone desires transmission position AM, FM. Any location. Box 823, BROADCASTING.

Engineer—announcer wants position midwest station. Best references. Box 824, BROADCASTING.

Engineer—announcer, 1st phone, single veteran, experienced, have car: Southern states, 105B. Box 825, BROADCASTING.

Excellent experience as announcer. Thoroughly experienced announcer. Formerly with station KDKA, Pittsburgh. Available immediately. Box 826, BROADCASTING.

Engineer—first phone desires transmitter position AM, FM. Any location. Box 827, BROADCASTING.

Engineer's position in advertising department desired. Box 828, BROADCASTING.

Desire post of chief engineer in advertising department. Box 829, BROADCASTING.

Engineer—announcer, 1st phone, three years experience, married veteran, has car. Southern states, 105B. Box 830, BROADCASTING.

Desire position at station in midwest. Box 831, BROADCASTING.

Continuity writer. Radio education plus two years actual radio experience. Experience in all phases of radio. Box 832, BROADCASTING.

Continuity writer, radio. Desires position in west. For copy samples, letters of interest write Box 833, BROADCASTING.

I can deliver the goods on one of your production jobs. Thorough experience in all phases of broadcasting. Box 834, BROADCASTING.

Continuity writer, prefers midwest, tied up with present position. But will write... Box 835, BROADCASTING.

Continuity writer, prefers midwest, tied up with present position. But will write... Box 836, BROADCASTING.

I can deliver the goods on one of your production jobs. Thorough experience in all phases of broadcasting. Box 837, BROADCASTING.

Continuity writer, prefers midwest, tied up with present position. But will write... Box 838, BROADCASTING.

Continuity writer, prefers midwest, tied up with present position. But will write... Box 839, BROADCASTING.
For Sale

Equipment, etc.

1-460A WE cond. mi. with 1-RA105 WE cond. mi. amp. First come first served. $504.95. Box 311, BROADCASTING.

Mr. Robert Ray, Radio-Television, 125 N. Main St., Quadrant, Virginia.

Collins 1 kilowatt transmitter, type 26-DC 3 years old; ungrounded. Hi-Bray; spare tubes: $450. WHDH, Boston.

For Sale—Tower, self-supporting, 179 feet. Blau-Knox, used, good condition with lighting equipment. WSSH, Oshkosh, Wisconsin.

Help Wanted

Managerial

WANTED THE BEST?

One of radio's best qualified managers. 22 solid years of radio experience from coast to coast, 50,000 watts to 250 watts, etc. Just read this record:

Announcer: Good enough for National network program, General Electric, New York.

Cameraman: Sponsored for two years by Stars Unlimited. Space in Variety.

Electrician: Two hours show for Gunther. Winner of the Sporting News Award for baseball play-by-play, President of the Garden.

Programmer: Promotion Manager for a 50,000 watt station.

Program Director at three stations. Program Director of the Overseas Branch of the Office of War Information.

Writer: Writer of seven syndicated programs.

Sales: Sales manager of two stations. Formerly in charge of 50,000 watt transmitter. Manager: General Manager of three stations. Built two into real money makers with proper ground-up. Eighteen months ago built a new day timer and made it so tough for the competition that established full time network station that they bought up my five year contract.

Absolutely done with competition. The tougher the better. Guarantee to maintain if the audience potential is there and have full time.

Good civic club man—good mixture—doesn't drink. Finest of references.

Am willing to consider fair salary and percentage of profits with at least a two year contract and a free hand. Am profitably engaged but desire something with a larger potential. Can promise excellent hard working sales manager.

HELP WANTED: Box 1183, BROADCASTING.

Production-Programming

1958 ASTRIPING PRODUCER-DIRECTOR. Sales-service Director, but a good worker. 4 years college, 3 years radio with NBC, ABC and Mutual. Has potential, has family and am available immediately. Will do continuity, announcing special events, control room operation, dramatic shows or any thing that is needed to be done. Box 1206, BROADCASTING.

STATION MANAGERS!

Newly-trained Personnel? BROADCASTERS!

Wants a Refresh Course? BEGINNERS!

WANT TO BE A BROADCASTER?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3336 16th Street, N. W.
Washington, 10, D. C.

Mr. Harvey W. Malott, Director

SOUTHWESTERN 250 W.

Mutual Affiliated

Located in fast growing town grossing over $30,000 making over $50,000, well equipped. Priced right.

Harvey W. Malott, Station Manager, Box 6130, San Antonio, Texas.

PROGRESSIVE STATIONS!

Are the members of the FAPET (best selling), most sought-after NETWORK ar- tists over 5000, 10000, 15000, 20000. More. Inquiries are invited on the list. We want to be successful. Write: Box 1183.

STATION MANAGERS!

Ostensibly the make-up and positions available are:

1. Sales Manager—$7500.
2. General Sales Manager—$10,000.
3. Manager of Sales—$8000.
4. General Manager—$12,000.
5. Manager of Engineering—$10,000.
6. Director of Programming—$10,000.
7. Production Manager—$8000.
8. Assistant Manager of Programming—$4000.
10. Assistant Manager of News—$4000.
11. Music Director—$5000.
12. Assistant Music Director—$4000.
14. Director of Engineering—$10,000.
15. Manager of Programming—$8000.
16. Director of Programming—$10,000.
17. Manager of Sales—$6000.
18. Manager of Sales—$6000.
20. Director of Engineering—$10,000.
22. Director of Programming—$10,000.
23. Manager of Sales—$6000.
24. Manager of Sales—$6000.
26. Director of Engineering—$10,000.
27. Manager of Programming—$8000.
28. Director of Programming—$10,000.
29. Manager of Sales—$6000.
30. Manager of Sales—$6000.

SOUTHWESTERN 250 W.

Mutual Affiliated

Located in fast growing town grossing over $30,000 making over $50,000, well equipped. Priced right.

Harvey W. Malott, Station Manager, Box 6130, San Antonio, Texas.
Respects
(Continued from page 44)
with each school year.

In Cape Girardeau’s Central High School, he was president of the student body, active in drama,
music and debating. He failed to graduate at the top of his class by 15,000’s of a point, but he was the regular school representative at the winner at Southeast Missouri State College, where he was top man in the class of 1936. Mr. Margraf still believes, however, that the other student was the better scholar.

Again, in college, he found time for school activities, such as debating, editing the Sagamore, the student newspaper, and for more music and dramatics efforts. One summer he joined a band on a Cunard liner and loaned his way across the Atlantic several times, collecting for his trumpeting only his keep and the ride.

Law at Duke

The following fall, however, he went back to the grind, accepting a scholarship to Duke Law School. He could have chosen a scholarship to U. of Missouri, but decided that Duke would be more broadening to a man from Missouri. His career at Duke quickly followed the Margraf pattern which by that time was pretty well defined. He led his class, became editor of the Duke Bar Journal, and made Order of the Cof, legal honorary society. All these accomplishments were attained while he earned his way as a research assistant for two law professors.

After law school, he adjusted hisrimless glasses, an appendage traceable to long hours of briefing cases, and turned his eyes toward New York. There he became a cog in the firm of Wright, Gordon, Zachry & Reidel, a firm which later became Cahill, Gordon, Zachry & Reidel. The firm represented RCA and NBC. The job carried Mr. Margraf into an NBC vice presidency.

At the law firm, he received his introduction to radio law. Three years after joining, he was trans
ferred to Washington, D. C., where he headed the firm’s office. Sent to the National Capital for a one-year assignment, he remained six years — until appointed to the NBC vice presidency.

In Washington, he represented NBC in FCC matters, Federal Communications Commission, or television hearings, FM application cases and other matters before the FCC. He prepared material for both technical and legal staffs in congressional and other hearings.

From that activity, NBC brought him back to New York — right into the middle of the confusing picture television has introduced in network legal affairs.

Video Problems

He worked with Mr. Denny in developing the new television affiliation agreement. The various rights, labor problems and other matters which had more or less become known quantities in AM network operations had to be re-examined in the light of television.

Meanwhile, there were always the kindest little problems that constantly flow into a legal department — such as the time some barracks-room language in Russian contaminated the NBC airwaves, or the recent action by Tallullah Bankhead protesting the use of the name ‘Tallullah’ in connection with the Prell Shampoo copy. On the latter score, NBC legal department has received numerous unsolicited letters from or about all kinds of Talluluhas.

In addition to the network problems, Mr. Margraf also is chairman of the Communications Committee of the New York County Lawyers Assn. and as a member of the Committee of Radio Broadcasters of the Advisory Council on Federal Reports, which advises the Federal Bureau of the Budget on review of FCC forms and methods. He is a member of the Board of Directors of the District of Columbia and Missouri bars, has been admitted to practice before various tribunals including the Supreme Court of the United States.

All of which does not give him as much time as he’d like to spend with his family. His wife is the former Grace Margaret Houck, who was a student at Southeast Missouri State Teachers College. At the time, Miss Houck, great niece of Louis Houck, Missouri’s railroad builder and historian, was a physical education major. They were married in 1939, when he went to New York. Their children are: James Houck, 6; Patricia Lee, 4, and John William, 1.

On weekends, however, he tries to fulfill the functions of fatherhood, which includes briefing the youngsters, an activity which should be duck soup after a weeklong chore of advising NBC executives on the matters troubling them. But somehow, the weekend seldom is long enough for him to get in the reading he wants to do or the tennis he’d like to play.

When it is over, he swings back onto the train again Monday morning and is off to another round of his job. At least in the legal ramifications of a network get untangled. As the day progresses, the Margraf brown hair gets rid of some burdens but adds others. There always is a tendency to feel sorry for a man who works most of the time — even a vice president. Such emotion would be misplaced, if directed toward Mr. Margraf. Why feel sorry for a man pursuing a hobby?

Speakman Named

EDWIN A. SPEAKMAN, member of the Institute of Radio Engineers and formerly radio engineer with Philco, Corp., has been appointed executive director of the Communications Committee on Electronics, Research and Development Board, National Military Establishment. His appointment, announced last Thursday, is effective today (Monday). He succeeds Norman L. Winter, former committee director since its formation in 1946.

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F. C. C. LICENSE COURSE
Accelerated Training
You are prepared for 1ST CLASS PHONE (FCC)
LICENSE in 4 to 8 weeks.

Practical Instruction
Classes and training conducted directly by New York City radio stations.
Arrangements For Quarters
Comma training (announcer-engineer) also available.

C A M B R I D G E
School of Radio Broadcasting
220 W. 42nd St., New York, N.Y.
Phone W. 7-0038

COMMERCIAL RADIO
BERNARD HOWARD, formerly sales account executive for eastern division of Forjee & Co., national station representative, has been named sales manager.

JOHN ROSSITER has been appointed sales manager of WICU(TV) Erie, Pa. He was formerly sales manager of WIKK Erie.

KDYE Oklahoma City, Okla., appoints Richard J.代表, Chicago, to handle its representation effective June 1. Firm began representing WIXS Pittsburgh May 1.

ROBERT L. LIVINGSTON, formerly assistant manager of Washington Gas Light Co., has joined WMAL and WMAL-TV Washington as commercial representative.

WJLS (AM-FM) Beckley, W. Va., has appointed Weid & Co., New York, as national sales representative.

JOHN SULLIVAN has joined sales staff of WCOB Boston. He was former commercial manager of WLIP Kenosha, Wis., and WESX Salem, Mass.

RALPH POHLAND has joined EMCJ radio engineers Springfield, Calif., as sales manager.

MURRAY C. EVANS, former account executive at WHL Hempstead, N. Y., has been appointed sales manager of WGBB, Freeport, N. Y.

JEANNE C. ORR has joined EWER Albuquerque, N. M. Mrs. Orr was formerly with KOOL Phoenix as traffic manager.

SAM EKIND, on sales staff of KSFO San Francisco, is the father of a girl, Natalie Susan.

DOROTHY KURTWEIL of Chicago office of John E. Pearson Co., station representative, has resigned to be married early next month. MARION AZZARELLO, for past four years radio time buyer for Simonds & Simonds agency, Chicago, will replace Miss Kurtweil.

BILL WALBRIDGE, general sales manager, WMJ-TV, and WJW-TV Detroit, is the father of a boy, Peter Frederick.

BILL BAXLEY, KECA Hollywood sales executive, is the father of a girl, Christine Helene.

News
EDWARD R. NATHAN, assistant CBS Western Division editor for past three years, has been named editor effective yesterday. He replaces JOHN MERTON, recently named executive editor of network programs Hollywood. RICHARD-GEORGE PEDICINI of CBS-KNX Hollywood script department takes over his post as assistant editor.

DOROTHY C. RIEGER, formerly in news and sales promotion departments of WBSB and WBC-FM Cleveland, has been named assistant to ARTHUR E. PATTERSON JR., WHL Hempstead, N. Y., director of public affairs.

GEORGE HICKS, radio news and special events reporter, has joined NBC’s news and special events department.

PAUL NAKEL, sportscaster on WMJ Cleveland, is the father of a boy, Michael Alan.

Commercial

TEXAS 1000-WATT DAYTIME STATION
Only $10,000 Down
$40,000 Full Price

SMALL PROPERTIES DIVISION
Smith Davis, President
317 South Sixteenth Street
Philadelphia 2, Pa.

Albert ZugSmith, Exec. Vice Pres.
Phone KINSLEY 6-1132

BROADCASTING • Telecasting
May 16, 1949 • Page 71
FAB ACTION

Hits Federal Time Requests

ACTION to protect stations from free-time solicitations by federal agencies, with the threat of FCC disapproval "subtly exploited," was taken at the May 6-7 meeting of the Florida Assn. of Broadcasters.

Convening at Ponte Vedra Beach, Fla., the state group unanimously adopted a resolution designed to check who members called "an unreasonable and dangerous trend."

The two-day meeting included talks by Roy Harlow, of BMI, on use of music in programming; Lee Hart, NAB, on productive retail advertising, and Al Halberstadt, Procter & Gamble media director, on retail policies. The three sat in a question panel after their talks.

Ken Ballinger, FAB legislative representative, reported on developments at the state capital.

Officers elected were: W. Wright Esc, WMRF Daytona Beach, president; Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president; Jerry Stone, WNDN Daytona Beach, secretary-treasurer.


Two of the resolution urging stations to provide free time to government agencies only under specified conditions follows:

Whereas The Florida Assn. of Broadcasters is primarily an organization for the interchange of ideas between Florida broadcasters and for the protection of the mutual interests of the same, and therefore it is with the utmost of this organization to bring to light and express to the other stations the need of being heard and to recommend action that will benefit all members and be beneficial for correcting such trends.

And whereas solicitations by government agencies are a great source of irritation and for free time for such activities. Army, Navy and Marine Recruiting, Social Security, Bureau of Internal Revenue, and other organizations, which now take the time of program, is public service to the public. Therefore, we urge that the present trend of FCC disapproval is subtly exploited by presenting such solicitations in the guise of "Public Service." And whereas devoid of this apprehension of FCC disapproval there exists no reason for the subscribing of payment to government agencies for the product produced by broadcasting stations at great cost than there exists for any other manufacturer or producer to furnish his product without cost, and whereas there is simple precedent for paid use of advertising mediums by all levels of government, and whereas radio broadcasting stations are operated as free and private enterprise, enjoy no immunity from taxation by the federal government and depend solely upon the sale of broadcast time for the revenue which makes payment of these taxes possible.

Be it therefore resolved by the Florida Assn. of Broadcasters at this annual meeting that member stations be urged to provide broadcast time without charge to such agencies only when such stations are capable of paying for and do not pay for other related services such as artists', fees, writers', fees, transcription services, other advertising mediums, administration salaries and costs and other related costs for goods and services furnished by other manufacturers and producers.

Adopted May 7, 1949, at Ponte Vedra, Fla.

Regional manager for Chrysler Sales Corp., A. J. Morrison (r), meets bandleader Sammy Kaye (center) during visit to St. Louis. Transcribed Sammy Kaye Showroom, sponsored by Chrysler, will be broadcast in St. Louis on KXOK starting May 17, Tuesdays and Saturdays at 7-7:15 p.m. At left is John H. White, KXOK salesman on Chrysler account.

ELLERY STONE

Heads Capehart-Farnsworth

ELLERY W. STONE, a vice president of International Telephone & Telegraph Corp., was elected president of Capehart-Farnsworth Corp., new IT&T subsidiary which is the successor to Farnsworth Television & Radio Corp. David K. Hull, assistant technical director of IT&T, was named executive vice president of Capehart-Farnsworth. The following office also were elected:

Philo T. Farnsworth, vice president; Henry C. Roemer, vice president; William Claussen, vice president; F. H. Hartmann, treasurer; W. F. Hoeppner, comptroller; Chester H. Wiggins, secretary and assistant treasurer; N. L. Day, assistant secretary; C. Douglas Nutt, assistant treasurer; John J. Broman, assistant treasurer; Edward H. Dufau, assistant treasurer, and Roy H. Workman, assistant comptroller. Edwin A. Nicholas, former president of Farnsworth, will act as assistant to the president.


JOHNNY CLARKE, who conducts daily Johnny Clarke Show on WJR, was inducted into Enlisted Reserve Corps of U. S. Army during show.

FM HOUSE ORGAN

Suggested by Faught

FM and facsimile offer industry "a great potential to achieve better relations among management, worker, customer and stockholder," Dr. Millard Faught, New York economist and public relations consultant, told the Detroit Chapter of the Public Relations Society of America last Monday.

Dr. Faught suggested most major industrial plants, banks, stores and other enterprises could have their own small FM stations at a cost of less than $2,000 to serve the same purposes as house organs.

He said the FCC "would look with favor on such added use of radio in the public interest."

Facsimile receiving units around plants, railroad yards, branch banks and other places could eliminate a lot of red tape and paper work, he said, and signals could be transmitted simultaneously with an FM service.

The full use of radio "is nowhere yet in sight," he predicted, adding, "To say that TV will obsolete radio is the equivalent of expecting people's ears to fall off."

WIL, KWK MOVE

Announce New Locations

WIL, St. Louis, will move its studios and offices to the Chase Hotel on or about June 1, L. A. Benson, president and general manager, has announced. KWK St. Louis, which had its offices and studios in the Chase Hotel, moved into the new Globe-Democrat radio building at 12th and Cole Sts., on May 10.

WIL will occupy the ninth floor of the hotel. Its FM antenna will be erected on the roof. The station was originally licensed in the Chase in its early days of operation when the call was WEB, Mr. Benson said. WIL is owned by the Missouri Broadcasting Corp. and operates on 1430 kc with 5 kw. KWK operates on 1380 kc with 5 kw and is owned by Thomas Patrick Inc.

NEWS staff of KLE Denver is collaborating with a Denver U. survey conducted to judge news interests of listeners in Denver area.

It's No Bull

... when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($27,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows... we promote them.

WMOW

Studies & Offices—First Nat'l Bank Bldg.

Meadville, Pa.
For the first time in any transmitter, metal rectifiers have been successfully used to supply every stage including the final! The new Westinghouse 50-kw AM transmitter does not contain any tube rectifier!

Westinghouse pioneered the application of metal rectifiers to broadcast transmitters. The pioneering is now backed by years of experience with many installations. These are typical comments:

"KXEL has been on the air for six and one-half years, and to date, has not experienced a moment's difficulty with a single metal rectifier."

Signed: Don Kassner, Chief Engineer
Josh Higgins Broadcasting Co.

"For your information, our Westinghouse ... Transmitter (Station WBBM) has been in operation for almost seven years. "During this period I am pleased to say that we have not had a single case of trouble with our Westinghouse metallic rectifiers."

Signed: J. F. Novy, General Engineer
Central Division—CBS

Metal rectifiers have virtually unlimited life and eliminate tube rectifier failure as a cause of outages.

Get the details today about this and other important features of Westinghouse transmitters.

Call your local Westinghouse representative, or write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.
J. A. CHASEMAN has been appointed assistant to program director of a station in Iowa. He has been with the station since its debut in November 1946.

BUZZ HASSETT has been appointed program director of a station in Cedar Rapids, Iowa. He was formerly the sales manager of a radio station in Kansas City.

DICK BARBER, formerly of KXVN Logan, Utah, has joined a station in Colorado.

FRANK HARDEN, staff announcer at WMAL and WMAL-TV Washington, is the father of a girl, Deidre Lynn.

PAUL ROY GOWEN has resigned as production manager of a station in Washington, D.C.

SHERMAN K. HEADLEY has been named television producer for a television station in Minneapolis.

FRANK HARDEN, program director of a station in Columbus, Indiana, has been elected president of Columbus Junior Chamber of Commerce.

ALLEN PHILLIPS has joined announcing staff of WOL Washington.

WILLIAM BALABAN, son of JOHN BALABAN, president of a television station in California, and director of WBBM, Chicago, has joined the station as an assistant director.

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Coy Praises Achievements; Chicago Meet Opens

FCC Chairman Wayne Coy on the eve of the Radio Mfrs. Assn. Silver Anniversary convention May 16-19 at the Stevens Hotel, Chicago, praised RMA’s achievements.

In a letter to Max F. Balcom, RMA chairman, Mr. Coy lauded RMA’s leadership “in planning and building the sound foundations upon which our systems of radio communications are based and which have so been important to their spectacular growth.” He acknowledged aid given by RMA through the National Television Systems Committee, Radio Technical Planning Board and Joint Technical Advisory Committee.

Concurrent with the convention is the Radio Parts Trade Show in which a number of related associations participate. Winding up the week’s activity will be the all-industry banquet Thursday evening, Herbert H. Frost, one of RMA’s founders and its first president, will speak briefly, with a variety show to follow.

On the Monday agenda are committee and section meetings lasting through the day. Similar special meetings will be held all day Tuesday, including a session of the Advertising Committee headed by Stanley H. Mannon, Stromberg-Carlson Co.

The series of group meetings will continue all day Wednesday, with the board of directors meeting in the afternoon. A dinner will be held Wednesday evening to honor RMA past presidents and former directors.

Thursday’s program includes division meetings in the morning, followed by an RMA membership luncheon. Presiding at the luncheon will be President Max F. Balcom and Bond Geddes, executive vice president. Mr. Balcom will deliver his annual report. Sen. Homer E. Capehart (R-Ind.) will address the luncheon. Officers will be elected and the new RMA board will meet that afternoon. Friday’s only event is a golf tournament, with the Radio Industries Golf Club of Chicago as host at Olympia Fields Country Club.

KOIL SPORTS DEAL
Motor Firm Gets Package

For the second successive year Webber Motors, midwest automobile firm, has purchased KOIL Omaha’s entire sports package. The transaction involves approximately $50,000 in time, talent and production costs, an increase of more than $17,000 over last year, KOIL reports.

Included among Webber-sponsored sports programs during the coming year will be U. of Nebraska football broadcasts (at home and away), a weekly 15-minute fishing and hunting program, hockey (home games and playoffs both home and away), local professional boxing, baseball games and baseball sportscasts, daily 15-minute sportscasts, and sports bulletins. Other contemplated coverage includes regional basketball tournaments, swimming meets, boat races and midget auto races.

The KOIL-Webber deal is similar to one which gave General Electric Supply Corp. the sports package of KRNT Des Moines recently [Broadcasting, April 26].

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ANNUAL city-wide spelling bee sponsored by WOL Washington and Washington Daily News registered record total of 52 contestants representing many junior high and high schools in Washington and adjoining Virginia and Maryland counties. Steve McCormick, WOL program director, acted as master of ceremonies and official "pronouncer" for fourth consecutive year. WOL aired bee, which was broadcast for first time this year. Prior to event, WOL and News scheduled a two-week campaign to publicize it. On its daytime personality shows, station set interviews with all 52 participants. News photographers covered each interview session with daily pictures of youngsters in action before WOL mike. Richard Holland, managing editor of News, made a WOL appearance and outlined the bee's background; station also featured special interviews with Washington, Virginia and Maryland Board of Education officials. Spelling Bee is sponsored nationally by Scripps-Howard newspapers and radio stations. Washington's winner will represent the Capital in the national finals scheduled later this month in Washington.

'Far Away Places'

WHILE playing Margaret Whiting's recording of "Far Away Places," Bill Sommer, disc jockey on WNOC, New Castle, Pa., decided to have listeners send in articles from "Far Away Places," and offer prizes on that was from farthest point. Contest ran for two weeks, with over 300 articles entered. They included Turkish water pipe and monkey's tail from Africa's Gold Coast. Winner was a Q.S.L. card from Southern Australia.

[Boxed section starts here]

Promotion

Prizes were record albums. Display ad was carried by WET in Western Union window in center of New Castle.

Barbecue Time-Summer Time

BARBECUE aprons inscribed "1949 KAPI Advertisements. Cookin' On WOR," were distributed by New York station to 1,600 tumbuyers and advertisers in U.S., Canada and foreign countries. Suitable for chefs and outdoor parties, and stapled over front WOR sponsor names, apron was distributed on theory that many ad men are suburban dwellers owning outdoor grills, and were sent out with first warm spell.

KDAL's Otto Mattick

NEWEST promotion piece of KDAL Duluth, Minn., features its ad gimp-mittel Otto Mattick. Piece further carries out station's idea of long range promotion with slogan, "Hooper's Like This Don't Just Happen." KDAL and CBS Personalities Plus Long Range Promotion Made It Happen! Eight of KDAL's top personalities, who also have been publicized by way of outdoor billboards, are included. Piece is being sent to agencies and business representatives locally and nationally.

Eddie Newman's Sundae

EDDIE NEWMAN, personality on WPSX Philadelphia's Eddie Newman Show, conqueror of patrons of main Sun Ray Drug Store in Philadelphia. With each sundae order he gave an autographed picture of himself. This was another of WPEN's promotion stunts for show.

Quiet Fears

FIFTY thousand picture postcards have been distributed by KIRO Seattle in response to listener requests, to overcome impressions in other parts of the country that Pacific Northwest was devasted by recent earthquake (BROADCASTING, April 25). Station offered postcards on all local-origination shows, plus schedule of spot announcements throughout the day. In responding to requests for a card, KIRO included letter suggesting brief, to-the-point messages aimed at correcting impressions created by new stories and pictures. Project endorsed by Seattle Chamber of Commerce, Tourist Bureau, and hotel association.

TELEVISION program idea--"even good ones"--are a dime a dozen, Larry Kurtse of Service Unlimited, Chicago, wrote 400 agency executives and advertising managers of possible TV sponsors last week. He also pointed out that production know-how and directional ability "builds the viewing audience of any show." Mr. Kurtse used the letter to prepare the first in a series of presentations on his various TV packages.

Promotion Results

FIRST place in Pontiac Div. of General Motors new car promotion contest was given by Joe Bowcutt, manager of Western Motor Sales, local Pontiac agency, as a result of promotion put on by KPST Preston, Idaho, announcing 1949 Pontiac. Promotion was in form of direct broadcast from the Pontiac showrooms. "Chief Pontiac" was principal character in 15 minute show featuring two Indian maidens and two Indian braves. Plot centered around "Chief Pontiac's" return May from Happy Hunting Ground to reclaim country after seeing new Pontiac.

Agency Folder

SYKES Adv. Inc., Pittsburgh, has published new folder entitled "What Distinguishes An Advertising Agency?" It is a described services which agency offers its clients, as well products it has advertised and markets it has cultivated. Last page describes agency's key personnel.

Speech Tournament

WGAR Cleveland-Western Reserve U. Speech Tournament for high schools, inaugurated last year, started last month and continues through May. Contest is restricted to members of schools' senior classes. Grand award is four year scholarship to Western Reserve and part time employment at WGAR.

WMT Heifer Contest

FIRST prize in WMT Cedar Rapids, Iowa, Fifth Annual Dairy Heifer Contest was a purebred calf. Contest is held to stimulate interest in good dairying. First 15 winners and their parents and dairy officials were entertained at WMT awards banquet.

How Do You Pronounce It?

DIFFERENCE of opinion between Chamber of Commerce, citizens and WNOC Norwich, Conn., on how Nor-

wich should be pronounced paved way for WNOC's newest listener participation show. Station aired eight announcements daily asking listeners to send in their choice of pronunciation--Nor-ridge, as in Norridge; Nor-which, as in witch; or Nor-Ich, as in Greenwich (green). Results will be announced May (May 17).

High Dines

CANCER Fund Drive for 1949 got an added boost when Jack Hall and Stan Erle, disc jocks of KATL Storm Lake, Iowa, ran a "Dime Guessing Contest" on their respective shows. Object was to fill two glass tubes cut the exact height of each man. Tubes were diameter of a dime. For each dime contributed, listener was entitled to one guess. The more dimes one contributed, the more chance he had to fill tube to which he contributed. Winners in each contest received their choice of a record album.

Open House

COMPLETION of the front lobby and elevator facilities at WIMA Lima, Ohio, was celebrated by station personnel with daily open house. Mutual affiliate, which took the air last December, distributed four-page color picture brochures to more than 400 visitors each day.

Early Birds Buy Chicks

FIFTY thousand baby chickens were sold in four weeks on WTOP Washington's Housewives Protective League show, conducted by Mark Evans from 9:30 a.m. to 10:30 a.m. Mr. Evans sold chicks between records, weather reports, time signals and chatter.

Iris Show

FLOWER lovers and growers contributed to WBOJ Florence, Ala.'s Iris Show held at Rogers Department Store. Sixty entrants participated. Only two were used and all promotion was done on station in "off" times. Names of winners were given only on air by president of Florence Garden Club.

WQXR Ad

WQXR New York carried a half-page ad in New York Times, which listed the three different compositions by 99 different composers which station will air during May.

Young Wisconsin Artistic

CASH music scholarships totaling $1,000 were awarded last month by WMJ and WMJ-FM Milwaukee to three winners in the 1949 "Starting Young Wisconsin Artistic" radio concert competition. This was sixth year this project has been carried on by WMJ in cooperation with Wisconsin Federation of Music Clubs.

[Boxed section ends here]
Every Sales-Minded Advertiser and Agency...

Need the '49 "RED BOOK"

You'll find the new 1949 STANDARD ADVERTISING REGISTER an indispensable right arm in all your sales and advertising planning — because this one book with its cumulative monthly supplement, gives you accurate facts about the Companies, the Agencies, and the People responsible for 95% of all national advertising in the United States!

Think of it — cross-indexed and ready for instant reference, are 13,500 Companies with 50,000 Executives listed by title, the advertising agency handling the account, 12,000 brand names, 47 product groups subdivided into 82 classifications. Here, between two covers, is all the basic information you need to analyze your competition or sell the Advertiser or Agency by person or mail.

NATIONAL REGISTER PUBLISHING CO., INC.

FREE
Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

THE AGENCY LIST
Standard source of information about 2,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year—the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

BROADCASTING • Te lecasting

May 16, 1949 • Page 77
FRED MARSHALL, executive assistant to Bruce Eells, president and general manager, Bruce Eells & Assoc., Hollywood, has been promoted to operations director. Replacing him as executive assistant is JIM EELS, formerly business manager.

ANGELO DONADOTO has been appointed factory superintendent and assistant to the works manager of Andrea Radio Corp.'s Long Island City, N.Y., plant.

KARL PHILIPPI has been appointed manager of electronics and merchandising division of International General Electric Co. He will headquarter in New York.

MAX ABRAMS, Emerson Radio & Phonograph Corp. secretary-treasurer, received annual gold medal of Men's League of Brooklyn on Saturday, May 20. Award was given annually to Brooklynite who has served his community for ten years. Mr. Abrams has been associated with several advertising agencies and stations.

ANDREW Corp., Chicago, has issued its latest price list covering all fields of equipment.

ROBERT TUFT, Harrison, N.J., has announced reduction in price of its 10-inch TV picture tube of approximately 16%. New suggested list price is $41.60 as against former price of $44.50.

WHP HARRISBURG To Be 5 kw Fulltime

FINAL decision was adopted by FCC last Monday to grant application of WHP Harrisburg, Pa., for switch to 5 kw fulltime on 580 kc, directional night. WHP has been assigned 1460 kc with 5 kw day, 1 kw directional at night.

Ruling was same as earlier proposed decision in which Commis- sion stated grant has been made if increased coverage which would result [BROADCASTING, April 4]. WHP's bid had been consolidated with competitive bids of KM Scranton and WBR Wilkes-Barre, Pa., for 590 kc, but was separated at the request of the Harrisburg station because no adjacent channel interferes with it.

Meanwhile, the Commission last week also announced its decision to deny application of Pure Bred Broadcasting for a station at Richmond, Ky., on 1550 kc with 250 w fulltime. Because the applicant failed to appear at FCC's scheduled hearing or to prosecute its request, the application was de- nied for default. Firm was a part- nership of Roy Clark, Joseph L. Harrison and James Clark.

WHP, established in 1924 and since 1930 licensed to WHP Inc., is a CBS affiliate. WHP Inc. is con- trolled by the Harrisburg Tele- graph. Principal owners are E. J. Stockpile and Bowman A. Brown.

On All Accounts (Continued from page 10) along the way” kept him abreast of social amenities as he toured most of the continent by car on weekends. Time was divided equally between the beaches and the casinos at the Belgian seacoast, his favorite resort spot, Lake Como in Italy and the French Riviera. During these pre-war years, he returned to the States only twice (for six weeks each time). In 1932 however, when Frigidaire closed its Paris export headquarters, Mr. Deiter returned to Day- ton. He worked there on national sales and promotion and advertis- ing.] 1939 was a double year, for company shifted him to New York. He worked in market research un- til 1940.

The year before America went to war he left for Hawaii to survey Frigidaire’s Hawaiian Islands operations. Shortly thereafter he joined the firm’s local distributor (“who had franchises on almost everything made in the States”) as sales manager of the refrigeration department and manager of the radio division.

His previous theory of gracious and effortless living was put into practice when he built a five-room, one-story house of 33 x 41 feet directly behind and overlooking Diamond Head. After three and one-half years, he returned to the States and joined Foote, Cone & Belding, Chicago, as copywriter and an account man on the Frigi- daire account.

In 1947 the agency established a unique division of activity in its radio department. Production and business on AM and TV were split, and Mr. Dieter was named business manager.

In this capacity, he works with clients and agency men on the fol- lowing accounts and programs:— AM—Armour (Stars Over Holly- wood); Hallmark Greeting Cards (Hallmark Playhouse); Frigidaire (Laum ‘n Abner); Pepsodent (My Friend Irma); Toni (Give Take, This Is Nora Drake); all on CBS; TV—Toni (That Wonderful Man), starting June 2 on CBS-TV; Marshall Field & Co. (Uncle Mistletoe, WENR-TV, Chicago), and

Kleenex (Fun for the Money, starting next month on ABC-TV). Na- tional or regional spots also are used by Armour, Frigidaire, Pepsi- colo and Toni.

All of the agency’s clients are “being educated to TV,” although last year the only video account was Field’s with Uncle Mistletoe. AM billings for 1948 totaled $10 million. Other major accounts are expected to come into the TV line-up.

The personal product which he is demonstrating currently is a video set enclosed in a closet of his near North Side bachelor apartment. The TV screen is concealed when not in use by a favor- ite painting. An art collector for three years, Mr. Dieter is owner of a painting by Thomas Hart Ben- ton ("After Many Springs") and oils by Aaron Bohrod, Frank Hoff- man and William Schwartz, all contemporary leaders.

K E N N E N J. GARDNER has been appointed director of engineer- ing for WHAM, WHFM(FM) and WHAM-TV Rochester, N.Y. He has been technical supervisor of WHAM since 1926 and of WHFM since 1939.

WILLIS C. BEECHER, associate in consulting engineering firm of Kear & Kennedy, Washington for past five years, has become a member of firm.

WILLIAM K. McK改C, engineer in charge of transmitter at WBVR(TV) Chicago, is the father of a boy, Wil- liam Peter Jr.

SUPERIOR ELECTRIC Co., Bristol, Conn., has announced production of new Powerstat dimmer with rated ca- pacity of 0 to 850 w.

FAIRCHILD RECORD EQUIPMENT Corp., Whitestone, N.Y., has announced on new equalizers for modi- fying frequency characteristics of a recording to conform to NAB recom- mendations.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced new vacuum tube voltmeter.

RESEARCH & DEVELOP- ment Co., Hartford, Conn., has announced new stylos force gauge.

CKVL Verdun, Que., has announced its new mobile FM unit.

AGENCIES • ADVERTISERS • STATIONS

DESIGNED FOR PLANNING-SELLING
(3 colors • 2½" x 3½"

949 RADIO-TV MAP

60c ea. (50c or more)
40c in lots of 50

Please include payment with order.
Bulova Grants

(Continued from page 87)

interest therein. We have only the oral statement of an Atlanta attorney that it was the ‘general understanding’ that Mr. Bulova did have an interest in the station” and that the sale in 1939 was not agreed upon until after he gave his consent. We consider this flimsy and insubstantial ‘evidence’ completely insufficient to justify a reopening of this matter, almost nine years after the event,” the majority said.

The question in connection with WCP, WELI, and WNB (WONS) was whether Mr. Bulova actually ‘owned’ the original applications and the stations when they were first established, before he applied for and secured FCC consent to their transfer to him.

The majority concluded that material found in the investigation is “entirely consistent with the explanation furnished by Mr. Bulova, namely, that he and Mr. Lafount [Harold A. Lafount, former Federal Radio Commissioner and now general manager of the Bulova radio interests] financed the construction and operation of the stations and ultimately received common and preferred stock in satisfaction of these loans.” The majority continued:

... It is clear that the three individuals who filed the original applications (for WCP, WELI, WNB) in August 1934, misrepresented the facts (with respect to financing). It is also clear that the three individuals applied and contributed no funds to the three stations and that Mr. Bulova and Mr. Lafount did not expressly make this clear to the Commission until the investigation. We find no real opportunity to do so during the years when the events occurred. However we have found no instance where Mr. Bulova misrepresented these facts himself.

By the same 4-2 vote, the majority also denied petitions to intervene which had been filed by the International Catholic Truth Society, one of the principal complainants against the Bulova activities, and Mrs. Mariannina C. deRaczynski, daughter of John Iraci. Mrs. deRaczynski charged in her petition that her father and mother and she herself had been “used as dupes and pawns in cunning and premeditated scheme” by Bulova interests. She claimed important papers are “strangely missing” from the files of the estate of her father, one-time owner of WPEN and WOV.

The majority held that neither petitioner long had any interest “such as would warrant it being made a party intervenor” and that Mrs. deRaczynski’s petition “does not allege facts sufficient to justify a further hearing.”

The scope of the Commission’s 1948 investigation, designed to determine “once and for all the truth concerning the charges made against Mr. Bulova,” was shown by the volume of material covered. It was conducted by staff members under the direction of John E. McCoy, now head of the Law Bureau’s TV Branch but whose connection with the Bulova case dates back to the 1946 hearings. Other investigators: Raymond Lewis, also of the Law Bureau, and Robert D. Jasby of the Accounting Bureau.

Lengthy Report

The investigators’ report was 110 pages long and supplemented by 146 pages of digesta of correspondence. The six-week probe included interviews with some 38 witnesses, an examination of the corporate books and books of account of 19 corporations; the return to Washington of more than 8,000 items of correspondence and bank records; examination of income tax returns of 16 persons or corporations, and collection of 11 written statements. Said the majority:

The report indicates that Bulova and his staff cooperated with the investigators, who reported that they made a careful check of records that were in existence at the time of the investigation, and reported that there was no indication that any records had been withheld or destroyed in contemplation of the investigation.

The conclusions which Comrs. Coy and Jones drew from the results of the investigation were at variance with the major statements of the majority. First, they objected to the issuance of a detailed report based on an “‘ez porte investigation” rather than made in ‘recesses of the courtroom.” They were “justified in issuing their report while all testimony is given under oath and truthfulness can be tested by cross-examination.

On the basis of the investigation the majority concluded that Mr. Bulova did have an undisclosed interest in WCP from the very beginning” and controlled WELI and WNB “from their inception.” They had “no doubt” that “dehorsale of the control of the stations was influenced in the file to copy of Mr. Bulova’s 1937 letter giving Mr. Iraci minority rights in WNO. The majority felt the investigation produced evidence “which strongly indicates an undisclosed interest by Bulova in WPEN” and that data in the WAGA case are at least sufficient to “indicate that all the true facts were not disclosed.”

‘Let Matter Rest’

Messrs. Coy and Jones said they “would be inclined to let the matter rest if it were clear that our predecessors had given approval to past practices involving Bulova and his associates with full view or even substantial knowledge of the facts.” But they felt the official records of the Commission, considered in the light of the facts disclosed by the investigation, fail to establish that our predecessors had such knowledge. They continued:

The transactions passed upon our predecessors from time to time involved separately to individual stations. The investigation dealt with the overall pattern of activities relating to six stations. In substance, the facts have now emerged with significance which may well have been obscure when previously considered in connection with separate transactions.

Mr. Bulova owns 51% of WNEW and is voting trustee of 29% held by Milton H. Biow. The remaining 20% is divided equally between Vincent Dailey and Mr. O’Dea, who gives up his 10% in connection with the WOV sale. As currently constituted, WOV is owned as follows: Mr. Bulova 60% of Class B stock; Harry D. Hen-
FCC Budget
(Continued from page 27)

in paid but a large number of
accountants and engineers work over-
time and never claim compensa-
tion," he said.

Chairman Coy said the
Commission averaged 1,348.7 employees
and needed the full $6,633,000 estimated
for fiscal 1960 to meet salaries, rather
than the $6,550,000 granted in
the House-passed bill.

“We stand to lose personnel
where we seriously need them,”
he told the group. “We need
strengthening in the laboratories
and technical information services.
Those and the field services are
the most important, and a revision
of rules would aid standard broad-
cast service.”

Sen. O'Mahoney alluded to the
House report calling for reduction of
radio monitoring and field serv-
cice operations to concentrate on
processing of applications. Mr. Coy
interposed that “stripping” these
services is a “risk.”

Chairman Coy revealed that
FCC’s monitoring stations are
actively at work, “in collaboration
with other agencies,” on recent
Russian efforts to carry radio to
the United States.

He said the stations were
attempting to trace the sources of
Soviet transmitters.

Coy Proposal

Delving into the FCC’s Hearing
Division, Comr. Coy proposed an
increase of five employees—from 5 to
22, observing that with the pre-

cent staff it would take two years
to clear the “heavy backlog of
cases” pending.

Asked to summarize the require-
ments of the various broadcast

types, Chairman Coy asserted: (1)
The number of FM cases is drop-
ping, but those still remaining ne-
cessitate hearings; (2) the opening
of television—the lifting of the “freeze”—will increase the
number of hearings; and (3) AM appli-
cations are decreasing and will
require fewer hearings, because the
AM band is nearing saturation.

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The FCC Chairman, at the
same time, warned that if the Senate
group failed to restore the original $108,-
000 cut, replied the result would be
to “slow up” laboratory work and
other essential services, de-
fer much-needed revision of rules,
especially for standard broadcasts,
and generally thwart progress in
FCC’s hearing division.

Backlog Situation

Mr. Coy said that with the bur-
goeing of TV, “our backlog will
deteriorate,” and that the result
would prove to be faulty in that co-

chanel stations had been allocated too
close together. A 200-mile distance
rather than the generally accepted
150-mile separation would be more
ideal, he suggested.

Mr. Coy told the subcommittee
that “FM is slowing down and is
not attractive to enough people
to be considered,” and that “standard
broadcasting is being minimized,”
he noted, adding the AT&T request
was unwarranted.

RAY DOREY, disc m. c. on WZB Bos-
ton, received first annual Radio and
Television Best-Sunrise Disc Jockey
Award for his "engaging contribution
to Boston's radio entertainment.
Award was presented by Sunroc Re-
frigeration Co.

APRIL BOX SCORE

STATUS of broadcast station authorizations and applications at
FCC as of April 30 follows:

<table>
<thead>
<tr>
<th>AM-1240 kc</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>2,131</td>
<td>866</td>
<td>120</td>
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<tr>
<td>1,033</td>
<td>321</td>
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† WJHP-TV Jacksonville, Fla., deleted effective April 13.

FCC Actions
(Continued from page 68)

May 12 Decisions . . .

DOCKET CASE ACTION

<table>
<thead>
<tr>
<th>AM-1240 kc</th>
<th>License for CP new station.</th>
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<tbody>
<tr>
<td></td>
<td>WBRM Marion, N. C. --License for CP new station.</td>
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<tr>
<td></td>
<td>WGRS Miami--CP new AM station to change from 1900 kc. 5 kw to 1920 kc. 5 kw unti. DA- 25.</td>
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<tr>
<td></td>
<td>AM-1263 kc</td>
</tr>
<tr>
<td></td>
<td>WKBW Iron Mountain, Mich.--CP new AM station to change from 1240 kc. 10 kw unti. to 1240 kc. 20 kw unti. DBN.</td>
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<td></td>
<td>WCON-FTM Atlanta, Ga.--Mod. CP new FM station for extension of conceptual coverage.</td>
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<td></td>
<td>KTRA-FM San Antonio--Same.</td>
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<td></td>
<td>WToBounds FM New Haven, Conn.--Same.</td>
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<tr>
<td></td>
<td>WYXU-FM Youngstown, Ohio--Same.</td>
</tr>
<tr>
<td></td>
<td>WLYC Williamsport, Pa.--Same.</td>
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<tr>
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<td>WAUX-Wassaakeag, Wis.--Same.</td>
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</table>

May 12 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KOWH Omaha, Neb.--Assignment of license from World Pub. Co. to Mid-Continent Bcstg. Co.


AM-1480 kc

WOKO Albany, N. Y.--CP to reins-
state CP for new AM station 1480 kc 5 kw unti. DA-DA.

License for CP

WBRW Warsaw, Ind.--License for CP new FM station.

RBRK-FM Muskogee, Okla.--Same.

RRDK-FM Los Angeles--Same.

RBRK-FM Birmingham, Mo.--Same.

WKBW-FTM Manchester, N. H.--Same.

WVLN-FM Yuma, Ariz.--Same.

WFMJ-FM Youngstown, Ohio--Same.

Fora better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1290 KC 106.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED


AMERI-CO PRESS to request Channel 7 (114.1-180 mc) ERP 29.9 kW vis. 14.9 kw aur.

Modification of CP

WLWC Columbus, Ohio--Mod. CP new commercial television station for exten-
sion of completion date to Dec. 16.

WLDW Dayton, Ohio--Same to Dec. 4.

WHR-FTV Dayton, Ohio--Same to Aug. 1.

WXEL Parma, Ohio--Same to Oct. 31.

WYT-FTV Oklahoma City--Same to July 1.

WBKB Chicago--Same to Sept. 1.

WTV-FTV Chicago--Same to Dec. 1.

WNAC-FTV Houston--Same to Sept. 1.

TV--[82-88 mc]--KOTV Tulsa, Okla.--CP new commercial television station AMENDMENT to CP new FM station for change ERP from 17.2 kw vis. 8.6 kw aur. to 16.5 kw vis. 8.5 kw aur. and change trans. and studio locations.

TENDERED FOR FILING

Stock Transfer


WEKR Fayetteville, Tenn.--Transfer of 80 shares common stock in Stock to R. A. Langer in Elk River Bcstg. Inc. to Arthur D. Smith.

Modification of CP

WPKE Pikeville, Ky.--Assignment of CP from John T. H. Scott, Oscar W. Thomas, Jr. and Mary E. Scott to East Kentucky Bestg. Co. to East Ken-
tyucky Bestg. Co.

APPLICATION DISMISSED

AM-1294 kc

Winter Garden Bestg. Co., Crystal City, Tex.--DISMISSED May 8, CP new AM station 1500 kc 250 w unti.

GA. INSTITUTE

Radio Executives Speak

THREE-DAY meeting of the fourth annual Georgia Radio In-
stitute was scheduled to open
Thursday night, with Gov. Heyward
Talmadge and a group of broad-
cast executives taking part in the
weekend proceedings.

Arrangements were in charge of All
clearance, with WDAK Columbus,
Ga., an NAB director. Hosts
at the opening dinner Thursday
night were DiGamma Kappa, hon-
orary host; Gamma Sigma, WAB
at Atlanta; WRFC Athens, and
WRFC Athens. John Fulton,
WGST Atlanta, president of the
sponsoring Georgia Assn. of Broad-
casters, was to introduce Gov.
Talmadge, with Lee Nance, Di-
Gamma Kappa president, presid-

Professional addresses were to
start Friday morning with George
Moscowes, CBS New York, talk-
ing on television. Other schedul-
ed speakers included A. W. Willard
Jr., NAB executive vice president;
G. Richard Shafo, WIS Columbia,
S. C., an NAB director; Sam J.
Slate, program director of BBC's
New York office; Elmer Davis,
newspaper; Irving G. Abeleff,
WBC New York; Fred Fa.; Charles H.
Crutchfield, WBT Charlotte, N. C.;
Ken Tredwell, WBT; Erid Day,
Davison-Paxin Co., Atlanta; Fred A.
Davison, Lucas; Dr. A. C. Davi-
athan C. Roberts, president of U.
of Georgia. WAGA-TV planned a
TV demonstration using student
talent.
**TV APPLICATION**

Durham, N. C.—Harold H. Thoms, Country ERP visual 24 kw, aural 1.5 kw, antenna height above average surface, is estimated cost $15,200, first year operating expenses $1,200.申请者是经理，拥有30.3%的拥有权，该申请于1947年1月23日由CHT-108，Inc.提出。新的公司位于Durham，Durham的母亲 possability WHET, Durham, has control over the station and operates WHET, Durham, has control over the station and operates.

**Box Score**

**SUMMARY TO MAY 12**

| Class | Origin | Licensed | CPs | Concs. in | Applications in
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<tbody>
<tr>
<td>AM Stations</td>
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<td></td>
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<tr>
<td>1,947</td>
<td>218</td>
<td>425</td>
<td>237</td>
<td></td>
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<tr>
<td>FM Stations</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>728</td>
<td>569</td>
<td>65</td>
<td>30</td>
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</tbody>
</table>

**CALL ASSIGNMENTS:** WITM (TV) Rochester, N. Y., changed to WHAM-TV (Radio-Television) and WIFM (FM) Elkins, W.Va., changed to WKBW (FM) Waukegan, III., changed to WHAM-BS (Keytone Printing Service Inc.).

**Caution: Code Ahead**

(Continued from page 25)

**NEWS COVERAGE**

Survey Planned by NARND

NATIONAL ASSN. of Radio News Directors plans to make a survey within the next few months looking toward a broad program of inter- net radio news directors coverage. Survey committee head is Bill Warrick, WJIO Hammond, Ind.

Other members of the committee, which has no coverage plan for the NARND convention, are: New York Nov. 11-13, are: Rex Davis, KMOX St. Louis; Pat Cullen, KHQ Spokane; Dale Danford, KXLY-KXG, Kan., and Ted Haas, KOIL Omaha.

Basic purpose of the plan is to enable news directors to solicit the cooperation of news directors in centers where major stories are breaking in order to supplement wire service coverage, according to NARND president and WCCO Minneapolis news chief. Under the proposal, radio newsmen could, if they wished, use not only the telephone but telegraph and in special instances direct lines to obtain stories.

Another NARND development last week was announcement by the new chairman of the personnel of its nominating committee. The committee members are: Mort Linder, WSBT South Bend, Ind., chairman; Jack Swenson, KJYN Fall River, Mass.; Art Siegel, WTMJ Milwaukee, Wis.; Mort Linder, WSBT South Bend, Ind., chairman; Jack Swenson, KJYN Fall River, Mass.; Art Siegel, WTMJ Milwaukee, Wis.; and William R. Cooper, WABC New York.
NEW LAWRENCE STATION; WBET BROCKTON GETS BOOST

NEW daytime station for Lawrence, Mass., and power boost for WBET Brockton, Mass., were proposed by FCC in decision handed down Friday. FCC proposed to deny new-station application of Viking Broadcasting Co., Newport, R. I., on grounds company is financially unqualified and displayed lack of candor.

WBET, daytime on 990 kc with 250 w, would increase to 1 kw. New-station grant would go to Northeast Radio for 980 kc with 1 kw, daytime only. Company is headed by Ira Cohen, radio engineer, now with WMGM New York.

Ultimate stock ownership: Israel Cohen, 20%; his brothers, Theodore and Maurice, 20% each; E. F. Proctor, 10%; Raymond W. Goulding, WHDH Boston minority owner, 10%; Philip H. Goulding, WMGM news editor and announcer.

FCC proposed to deny Viking application for lack of sufficient funds. Further, Commissioner Henry J. Cohen, director; Theodore, chief engineer; Raymond Goulding, program director and announcer; Philip Goulding, news editor and announcer.

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VIRGIN ISLANDS POWER PROPOSAL ARGUED AT FCC

FCC PROPOSAL for low power AM broadcasting in Virgin Islands aroused mixed reaction in oral argument before Commission Friday. Three interests opposed relaxation of rules, would standardize on one approved proposal [Broadcasting, April 25, March 28].

NAB vigorously opposed any waiver of technical requirements, except those for operators, on grounds U.S. position would be weakened in forthcoming revision of North American Regional Broadcasting Agreement. Vail W. Pischke, NAB attorney, told Comrs. Rosel H. Hyde (presiding), Frieda B. Hennock, George E. Sterling and E. M. Webster, that U.S. has worked years to build up standards and any relaxation would invite requests for waivers elsewhere.

International Brotherhood of Electrical Workers, represented by Lawlow Wimerby, opposed lowering of operator requirements as unnecessary because of labor supply and undesirable from technical and safety standpoint. Edward M. Vickers, head of Radio American West Indies, said waivers not necessary as his firm plans to file about June 1 for regular fulltime outlet there. William N. Greer, San Juan consulting engineer, fully supports FCC proposal, according to Philip G. Hennessey Jr., his Washington attorney. Mr. Greer seeks 50 w fulltime on 1340 kc.

PROGRESS ON RELAY

CONSTRUCTION under way on extension of Bell System's New York-Boston radio relay to Providence. It will be completed in time to relay TV programs this fall, New England Telephone & Telegraph Co. announced Friday. WJAR-TV, Providence's only authorized TV station, slated to commence operations within few months.

KS-L-TV TAKES DUMONT

KS-L-TV Salt Lake City signed affiliation contract with DuMont Television Network. Station, to start June 1, is owned by Radio Service Corp. of Utah. KS-L-TV is also ABC-TV and CBS-TV affiliate.

WINS TRIMS ORCHESTRA

WINS New York signed one-year contract with AFM Local 802 permitting reduction of orchestra from 10 to eight men and continuation of present pay scales. Agreement retroactive to April 1.

WOR SALES UP 141/2%

OVERALL sales at WOR New York hit all-time high during April and went 141/2% over April last year.

TALENT PROJECT DELAYED

VIDEO actors union failed to get into being as expected at meeting of founders Thursday night. Inability of AGVA to settle certain questions as its part of deal broke up proceedings, said representatives because its board, scattered through country, couldn't muster quorum to act in time for Thursday night meeting. Next effort to whip TV talent union into shape will be made Wednesday. Agreement among various 4-A unions said to be virtually complete.

PUBLIC INTEREST LISTING

List of public interest programs available to stations published by NAB for weekend distribution to membership. Compilation was handed by NAB Program Dept. under direction of Harold Fair, director, and Ben Miller, assistant director. Both transcriptions and scripts included.

REPUBLIC FORMS SUBSIDIARY

REPUBLIC RECORDS, New York, has formed subsidiary company, Vocalion Records Inc., 50 W. 57th St., with A. R. Weil as president, W. E.柄 as general manager. Records to retain for 49 cents. Firm planning direct mail and trade paper campaign.

GARDNER TO HANDLE

GARDNER Adv. Co., handling radio and TV coverage of President's inaugural, has been asked by National Air Fair to be held in Chicago July 1-4. Discs have been sent to stations inviting public to Air Fair, and Gardner representative is negotiating with two Chicago TV stations for coverage.

Closed Circuit

(Continued from page 4)

League publication, who now is with Remington Rand. Latter two are new names. Selection may be made any day.

LEGISLATIVE log jam in Congress along with desire to adjourn by Aug. 1 may mean that FCC would increase power boost of Federal Commissioners' pay from $10,000 to $15,000 ($17,500 for chairman) will have less than even chance of passage. Bill, which also provides for cease and desist authority for FCC as well as ground punitive measure may be further amended too, which wouldn't help chances of passage. Subcommittee headed by Sen. McFarland (Ariz.) may go as far as to include in measure provision for reorganization of FCC along functional lines as proposed by Chairman Coy.

FCC membership and staff alike heaved sigh of relief when final report on Bulova stations in New York was released last Tuesday (see page 27). Few cases in FCC annals have been fraught with so much backstage wire-pulling from highest levels in government and Congress. And it wouldn't surprise Washington observers to see case rehealed on floor of House under spur of Rep. Richard Wigglesworth (R-Mass.) who already has his axe cut for Bulova for more than decade.

WILL YANCEY COY accept presidency of Television Broadcasters Assn., as proposed weak ago [Broadcasting, May 9]? Answer probably won't be known for weeks. It's possible that if Chairman returns from Paris International Conference on Telephone and Telegraph midway between sessions (in early June), he may then make up his mind.

DESPITE lack of any known opposition to confirmation of Comr. E. M. Webster as new term of seven years on FCC from June 30, temper of Congress is such that nomination could be held up although it's confidently expected favorable action will come prior to Senate adjournment this summer. Senate Interstate Commerce Committee already is holding up two nominations—one for Federal Power Commission and another for Federal Trade Commission—because it does not regard Presidential confirmations as perfunctory matter.
only through EXPERIENCE

Will your new product really sell? Only through experience will you learn whether your product is right...your package appealing...your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons—in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequalled facilities—can help you gain the experience you need to reach...and sell...consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
Imagine a clock which will lose or gain only one second in 20,000,000, and which — when further research is carried out — will vary no more than a second in 30 years!

Such a timepiece — constructed by the National Bureau of Standards on a principle conceived and demonstrated at RCA Laboratories — is now in operation. More accurate than the stars? Yes, because "star time" will vary when Mother Earth wobbles in her orbit.

The pendulum of RCA's clock is an atom... at present, the nitrogen atom in an ammonia molecule... though others may later be used. Vibrating 23 billion 870 million times a second, it controls a system of radio waves and electrical impulses which operates the clock — locks them tightly in tune with its own unvarying beat!

You will hardly need an "atomic clock" to get to the office promptly, or get your children to school. But scientists and engineers who must split seconds into millions of parts need this more accurate way of telling time.

The atomic clock is but one of the many major achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.